

SIXTH SENSE PUBLISHING

Brand Guide



Visualizing the Brand

Our logo works well with simple t-shirts, performance wear, shoes, athletic shorts, and everything inbetween.

We want our brand to stick out at the gym.



Mission Statement

We want to target the gym rats, the people who put in that work, the kind of person who doesn't stop moving for anyone.

We target kinesiology focused authors and audiences, ranging from exercise science to sport media.

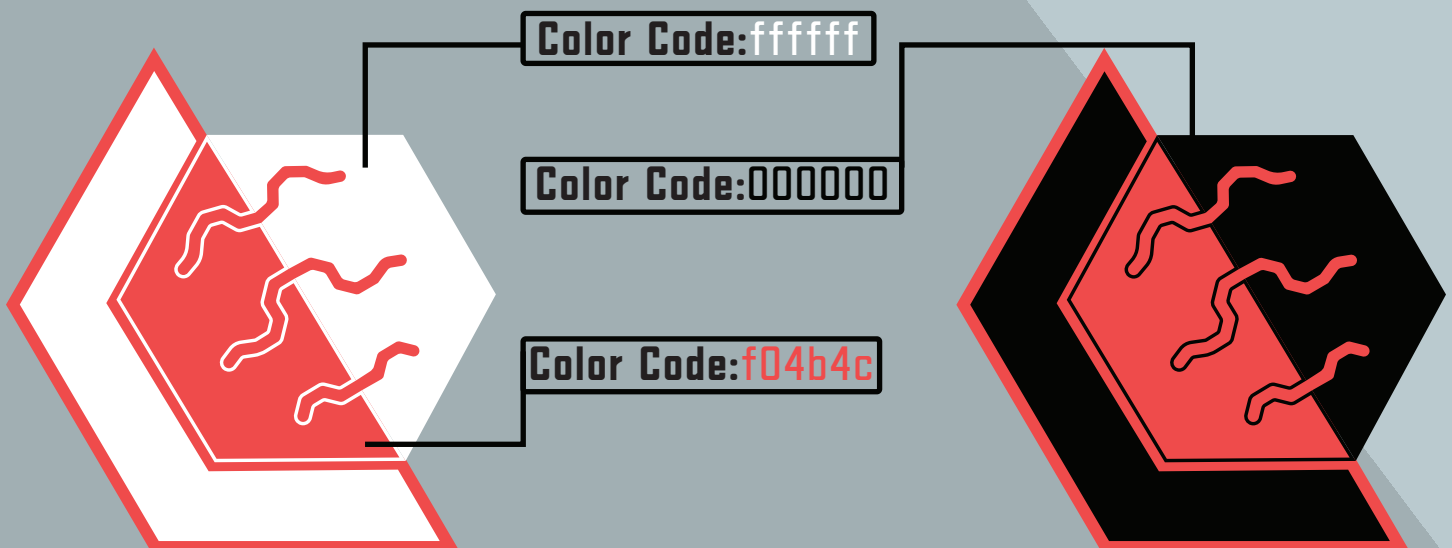
In order to do so, we use geometrical, rough and tumble shapes and type to highlight our no nonsense attitude.

To compliment this, we chose a handful of bold colors and stuck to them throughout the design process.

Specs

Goodland We chose this font for it's simplicity and bold design, which and it works well with CCUltimatum

CCUltimatum Sharp, focused, the perfect typeface for our branding. However, it can be harder to read when shrunk down.



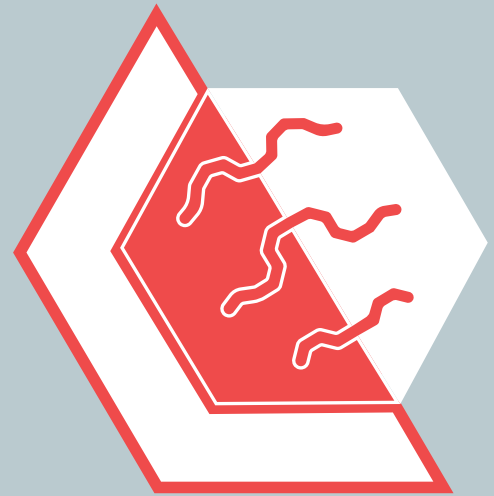
Differing Designs

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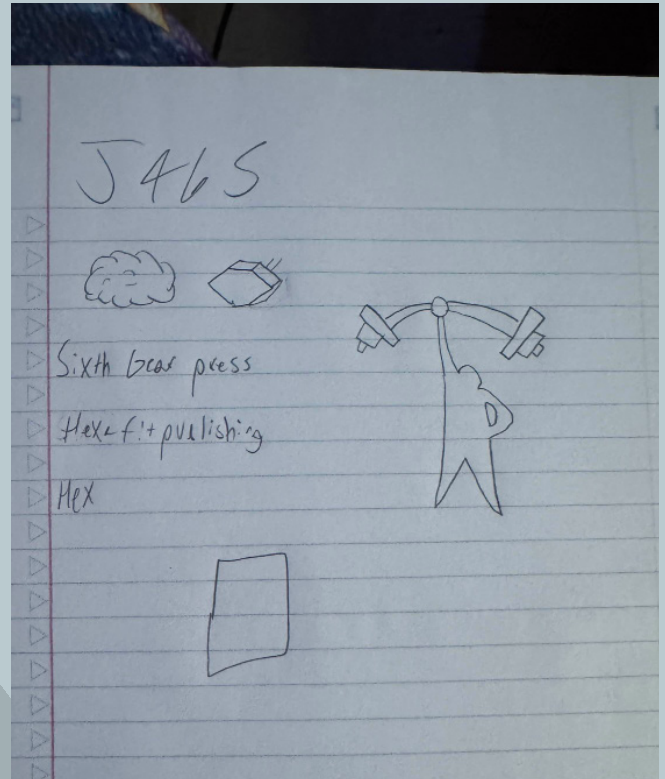


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Behind the Scenes

Used Illustrator to brainstorm



This logo had potential, however the rounded edges and the lack of depth was what held it back. As I tinkered with the design, I found a middle ground between complexity and simplicity by adding the brain wrinkles in the hexagon shape.



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