

One of StoryBuilt's team found this love-bug outside the temporary offices where the StoryBuilt team worked for several years during the Frank. build. Bruno spent a few days at the Austin Animal Shelter, then our own StoryBuilt team adopted him to his new forever home. He loves to run as fast as he can around our yard, sunbathe, and chew on ice cubes. A big fella with micro legs, he perfectly represents our new micro units on South First.

LOGOTYPE



TYPOGRAPHY

PRIMARY

Montserrat - BOLD (Headings)

AaBbCcDd
012345

ABCDEFGHIJKLMN OPQRSTUVWXYZ



Case: Sentence case

Tracking: 0

SECONDARY

Montserrat - Medium (Headings)

AaBbCcDd
012345

ABCDEFGHIJKLMN OPQRSTUVWXYZ

Case: Sentence case Tracking: 0

COLOR



White (Backgrounds & text)
CMYK: C-0 M-0 Y-0 K-0
RGB: R-255 G-255 B-255
HEX: #ffffff



Pewter Blue (Backgrounds & text)
CMYK: C-23 M-02 Y-0 K-27
RGB: R-141 G-179 B-184
HEX: #8DB3B8



Tangerine (Headings & ellipses)
CMYK: C-0 M-36 Y-57 K-0
RGB: R-250 G-177 B-119
HEX: #FAB177



Imperial Blue (Logo & text)
CMYK: C-0 M-0 Y-0 K-90
RGB: R-65 G-64 B-66
HEX: #414042

PHOTOGRAPHY

Image selection is responsible for projecting the values of Frank, Storybuilt to our home owners, investors and just as importantly, internally to our Storybuilt team.. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc.



BLENDING MODES



To improve legibility of typography and branding use this overlay approach to mute the image contrast and help push graphic layer forward.

- 1. Charcoal background
- 2. Photograph 60% Opacity



Charcoal
 CMYK: C-61 M-53 Y-54 K-52
 RGB: R-66 G-68 B-67
 HEX: #424443

