

BRAND GUIDELINES

V A L E T M E D I A

BUSINESS OVERVIEW

Valet Media is a forward-thinking media production company dedicated to creating impactful, high-quality content across digital, streaming, and traditional media platforms. We are driven by a passion for authentic storytelling that resonates with today's audiences. Our focus is on producing content that entertains, informs, and inspires through a modern, people-centric approach. At Valet Media, we prioritize accessibility, creativity, and cultural relevance, bridging the gap between innovative ideas and meaningful audience connection. We serve as a trusted partner for brands and creators, helping them bring fresh perspectives and captivating stories to life. Rooted in adaptability and audience insight, Valet Media is committed to shaping the future of media with quality, integrity, and a dynamic, engaging spirit.

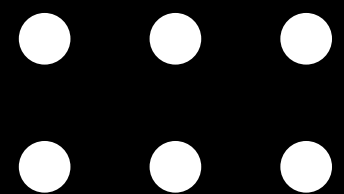
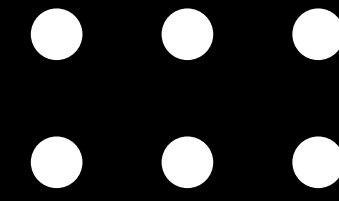


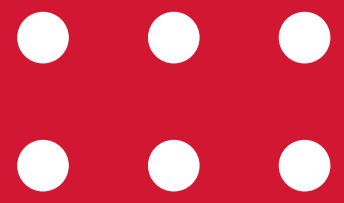
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MAIN LOGO



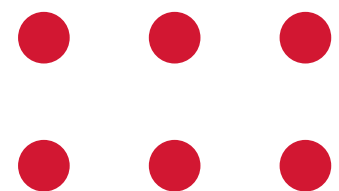
The Valet Media logo features a bold "V" as its centerpiece, representing the company name and its forward-thinking approach. The tagline "DRIVEN BY STORY, POWERED BY PEOPLE" emphasizes the company's focus on creating impactful content through authentic storytelling and collaboration. The overall design is clean, bold, and memorable, effectively conveying the company's values of innovation, creativity, and audience connection.

01

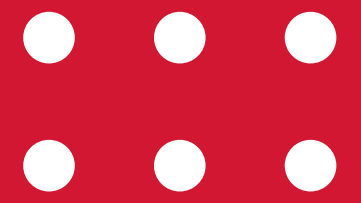


VALET MEDIA

DRIVEN BY STORY, POWERED BY PEOPLE

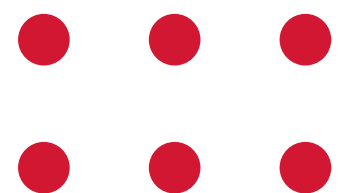


LOGOMARK

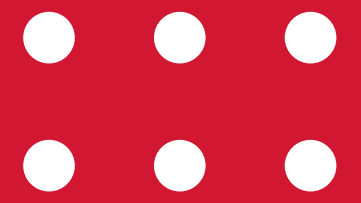


02

The Valet Media logomark, a stylized "V" within a circular frame, symbolizes the company's forward-thinking approach and commitment to quality content. The clean lines and bold form of the "V" convey a sense of professionalism and innovation.

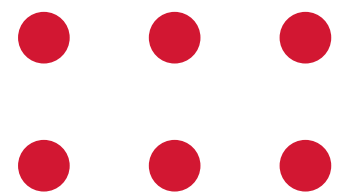
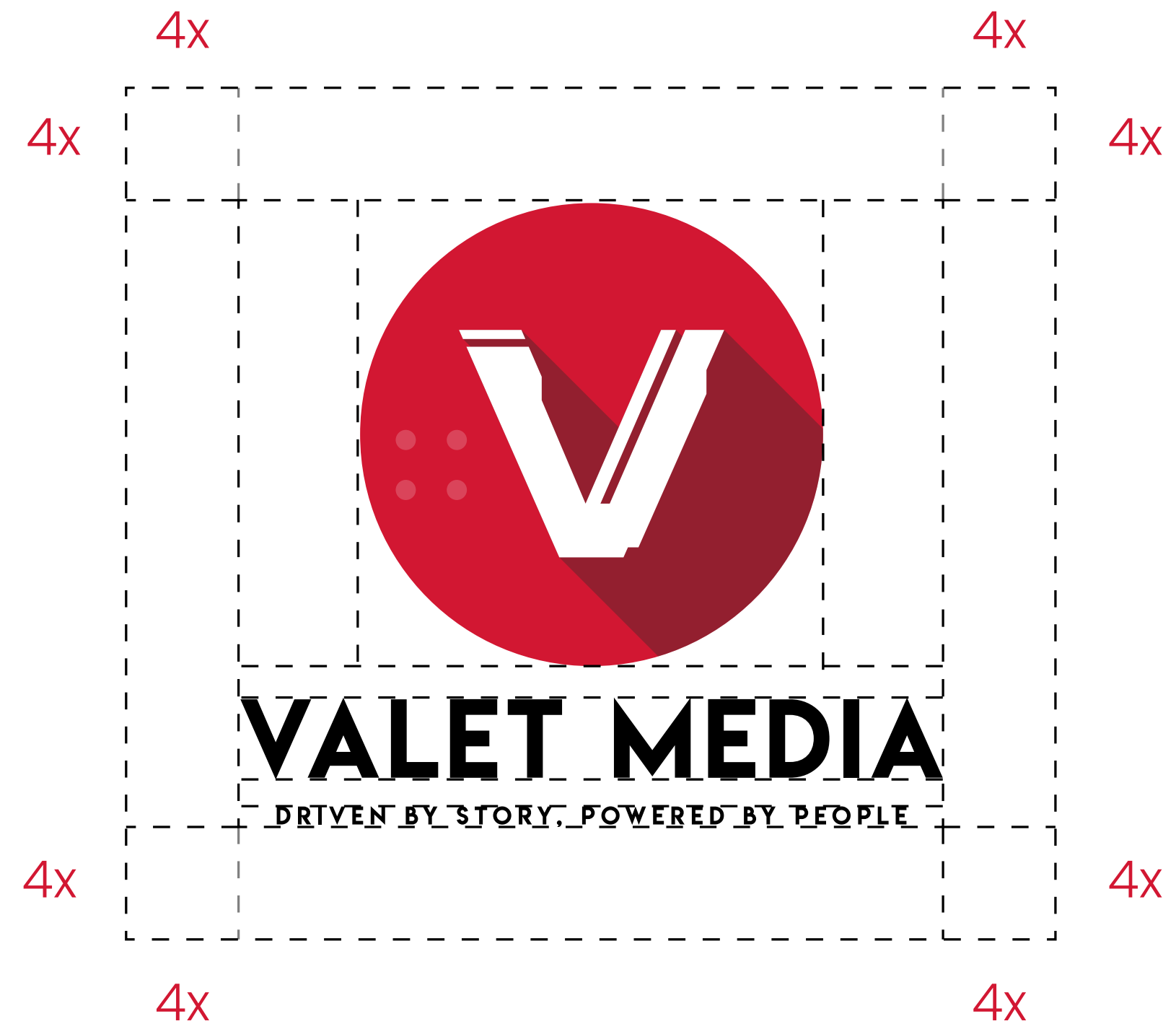


EXCLUSION ZONE

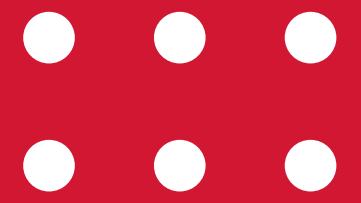


03

To maintain the visual integrity of the Valet Media logo, it's crucial to preserve a clear exclusion zone around it. Any elements, such as text or graphics, placed within this 4x space can compromise the logo's impact and dilute brand recognition.

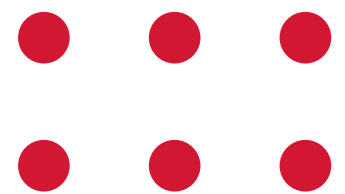


FAVICON

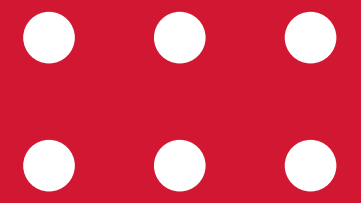


04

The Valet Media favicon features a simplified version of the brand's distinctive "V" logo. This iconic shape, even in a small format, instantly recalls the brand and provides a visual cue for users across various digital platforms.

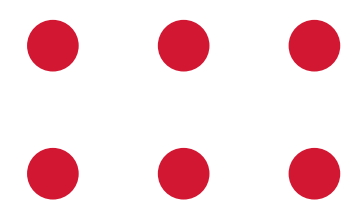


APPICON

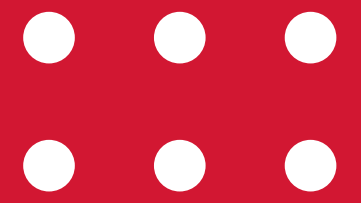


05

The Valet Media app icon features a simplified version of the brand's distinctive "V" logo, optimized for mobile devices. This iconic shape, even in a small format, instantly recalls the brand and provides a visual cue for users on their home screens.



LOGO SIZES



06

The Valet Media logo minimum size threshold optimal visibility and recognition. Maintaining a size no smaller than 15% guarantee clarity and preserves the integrity of brand guidelines.



VALET MEDIA
DRIVEN BY STORY, POWERED BY PEOPLE

100 %



VALET MEDIA
DRIVEN BY STORY, POWERED BY PEOPLE

75 %



VALET MEDIA
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50 %



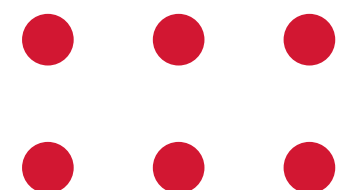
VALET MEDIA
DRIVEN BY STORY, POWERED BY PEOPLE

25 %

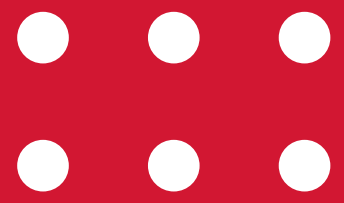


VALET MEDIA
DRIVEN BY STORY, POWERED BY PEOPLE

15 %



COLOR PALETTE

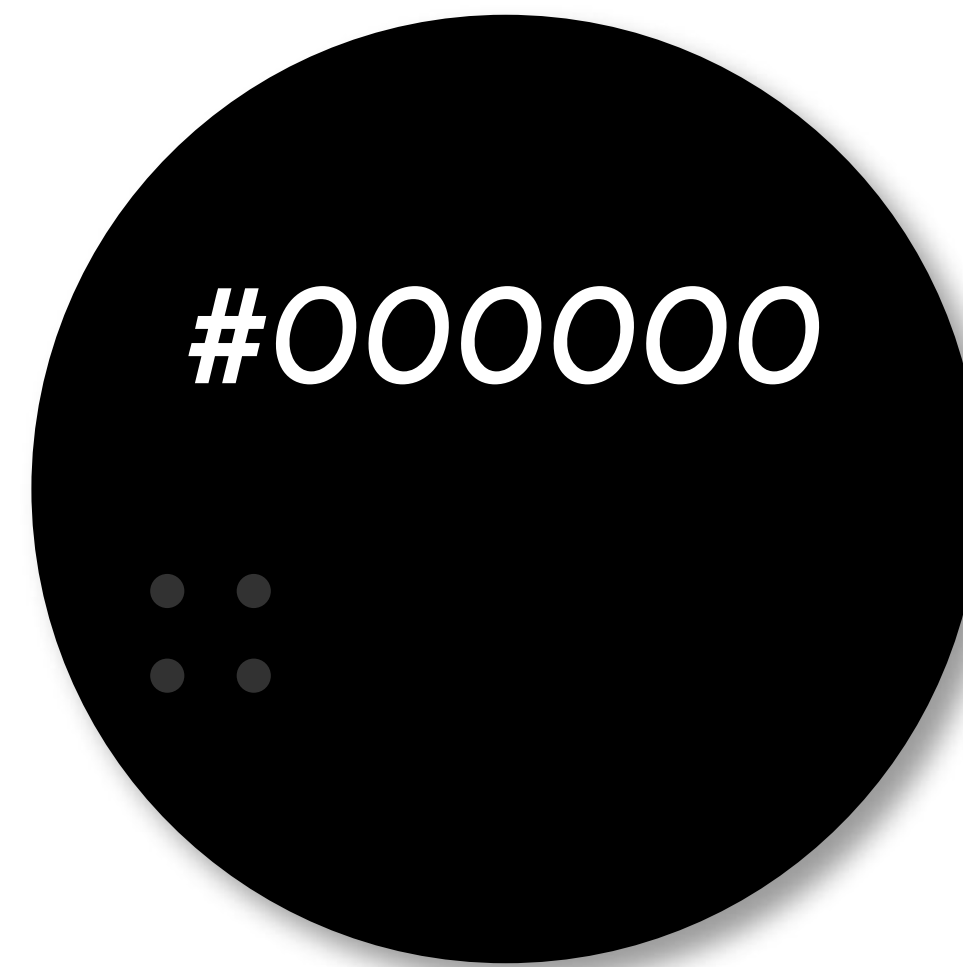


07

The Valet Media logo's color palette is carefully chosen to evoke specific emotions and associations. Red, the primary color, symbolizes passion, energy, and excitement, reflecting the company's dynamic approach to storytelling. White, the secondary color, represents purity, clarity, and innovation, providing a clean canvas for the logo's design elements. Black, used for the typography and tagline, conveys professionalism and sophistication, enhancing readability and reinforcing the brand's authority.



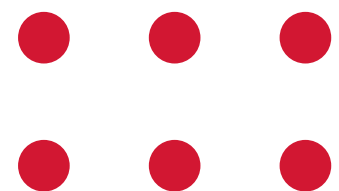
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CMYK: 11, 100, 87, 02



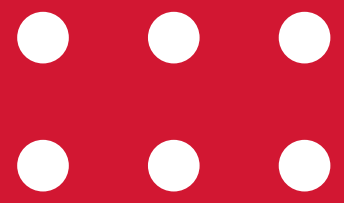
RGB: 00, 00, 00
CMYK: 75, 68, 67, 90



RGB: 255, 255, 255
CMYK: 00, 00, 00, 00



TYPOGRAPHY



08

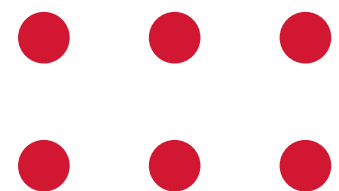
Valet Media uses Lemon Milk for headings, giving a modern look, and Josefin Sans for general text, ensuring readability. This font pairing creates a balanced and visually appealing aesthetic.

LEMON MILK

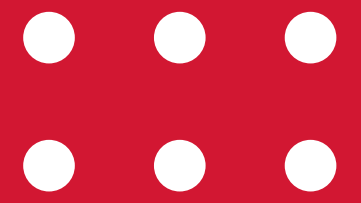
A, B, C, D, E, F, G, H, I, J, K, L, M,
N, O, P, Q, R, S, T, U, V, W, X, Y, Z
0, 1, 2, 3, 4, 5, 6, 7, 8, 9

Josefin Sans

Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm,
Nn, Oo, Pp, Qq, Rr, Ss, Tt, Uu, Vv, Ww, Xx, Yy, Zz
0, 1, 2, 3, 4, 5, 6, 7, 8, 9



LOGO DON'TS



09

When using Valet Media logo, it's essential to maintain its integrity. Avoid altering the icon's orientation, resizing it disproportionately, or wrapping text around it. Ensure the logo is always crisp and clear, avoiding blurry or pixelated versions. Additionally, refrain from using gradients within the logo to preserve its clean and sophisticated aesthetic.



Don't Flip The Logo



Don't Change Width



Don't Wrap



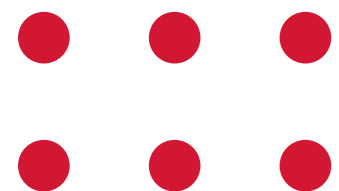
Don't Use Blurry Logos



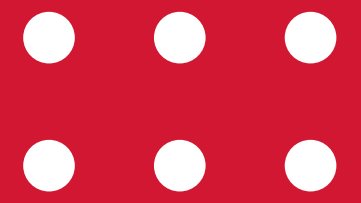
Don't Change Height



Don't Use Gradients In The Logo



MOCKUPS



09

Mockups boosts brand visual identity because the valet media logo will appear on various marketing materials by this it ensure consistent brand representation and professional image.



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