

Brand Colors

EWR "Black"

Hex – #1F1F1F
RGB – 31, 31, 31
CMYK – 72, 66, 65, 75

Primary Brand Color

- Black and White is the main color theme to convey simplicity and straightforwardness.
- Use black or white for most standard items.
- Ok to set color type on black background.

EWR "White"

Hex – #F9F9F9
RGB – 249, 249, 249
CMYK – 3, 1, 1, 0

Primary Brand Color

- Black and White is the main color theme to convey simplicity and straightforwardness.
- Use black or white for most standard items.
- Ok to set color type on white background.

EWR "Gold"

Hex – #F9C903
RGB – 249, 201, 3
CMYK – 3, 19, 100, 0

Secondary Brand Color

- Use for most callouts, CTAs, Buttons and other items you want to draw attention to.
- Only set Black text on EWR "Gold" for legibility reasons.

EWR "Red"

Hex – #E8100F
RGB – 232, 16, 15
CMYK – 2, 100, 100, 0

Tertiary Brand Color

- Use for special callouts, or things that need to grab all the attention on the page.
- Can be used as design element color when variation is desired.
- Only set White text on EWR "Red" for legibility reasons.

EWR "Teal"

Hex – #16BEC6
RGB – 22, 190, 198
CMYK – 71, 0, 26, 0

Tertiary Brand Color

- Can be used as design element color when variation is desired.

Muted Variations

Use primarily for shading and legibility issues

Hex – #000000
RGB – 0, 0, 0
CMYK – 75, 68, 67, 90

Hex – #CCCCCC
RGB – 204, 204, 204
CMYK – 19, 15, 16, 0

Hex – #DFB400
RGB – 223, 180, 0
CMYK – 14, 27, 100, 0

Hex – #AE0C0B
RGB – 174, 12, 11
CMYK – 21, 100, 100, 15

Hex – #108F95
RGB – 16, 143, 149
CMYK – 82, 26, 41, 2

Brand Typography

Anton - ANTON

Standard Headline Font

- ALL CAPS or Title Case (pick one per design)
- ALL CAPS = “shouting” -Title Case = “saying”
- Subtly increase letter spacing as needed. More letter spacing will be needed for All Caps.

Montserrat regular, Montserrat Medium,
Montserrat Semi-bold
Body copy / regular text

A variety of fun, funky, INTERESTING and WIERD FONTS are always **allowed** and ENCOURAGED for **different designs**, but please limit designs to **1** or **2** at **max** of these **per design** (in almost all instances).

Logo

EARLY
WORK
RECORDS



Keep at least as much clear space as the size of the "O" in Work around the logo.



Use the white logo when setting it on top of black backgrounds.



Use the black logo when setting it on top of yellow backgrounds.



Use the white logo when setting it on top of teal backgrounds, but don't use this combination often.



Use the white logo when setting it on top of red backgrounds, but don't use this combination often.

Illustrations

A set of illustrations has been created to work alongside the organic vibe of the Early Work Records Logo. They do not have any set meaning, but please use them consistently in each design. IE – if you use the pencil to indicate reviews, don't use it later to indicate something different.

