



BRAND GUIDELINES



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OUR MISSION

Extra Ordinary is a superpower rental kiosk company. We provide temporary superpowers through patches, which are dispensed through a type of vending machine. At Extra Ordinary, we strive to show that our customers are perfectly ordinary, but with our help, they can be just a little extra. Our powers aren't your basic flight, invisibility, or x-ray vision; they make our users just a little more than ordinary. We bring one-time use, temporary superpowers to the everyman. In order to make our customers feel even more "extra", our kiosks are located at undisclosed locations, which change regularly. This allows our company to be under the radar and give our customers the feeling that they are being let in on a secret.



OUR NAME

The name of a brand is the most important aspect. First impressions last, so we wanted to choose a name that encompassed everything that we are as a company. While we are offering superpowers for rental, we are not offering anything too special. We simply offer our customers the chance to be a little more than ordinary. We emphasize the two separate words, Extra and Ordinary, so that we can put more emphasis on the Ordinary. While our product is a fun and unique experience, we don't want our customers to think that they are superhuman themselves, they're just average people with slightly above average temporary abilities.



OUR TARGET

Our target market is anyone and everyone. We try to target people who want to show their friends that they can be a little beyond ordinary. Men, women, and children alike can enjoy the benefits and the pure fun that comes from renting an Extra Ordinary superpower. However, due to some of the effects of the patches, our customers are advised not to use our product if they are pregnant, nursing, or under the age of twelve. We want the curious minds and the young at heart to be able to make the most of what we have to offer. Extra Ordinary is both fun and handy.

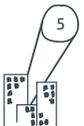


OUR POWERS

At Extra Ordinary, we offer six unique superpowers.

- The ability to grow butterfly wings, but to the scale of a butterfly
- The ability to spontaneously grow a pair of socks, so you will never have cold feet
- The ability to turn slightly, but not fully, transparent
- The ability to grow exactly one inch taller
- The ability to raise or lower the temperature of the air around you by three degrees
- The ability to grow a quarter inch of body hair

As you can see, our powers are nothing too special. This is our goal as, one, we want to avoid any and all lawsuits, two, we absolutely do not condone any sort of crime being caused by the use of our powers, and, three, don't want our customers to develop big egos and think that they're extraordinary. They are only Extra Ordinary.



OUR LOGO

The logo of a company must encompass all that it stands for. When designing our logo, we pulled influence from comic book publishers, like Marvel. This reference can be seen in the box around the logo. We also chose our fonts based on these influences. The word ordinary is the most prominent element as our superpowers are not anything too impressive; they just make our customers a little more than ordinary. Ordinary is the largest word in the logo as it is the part of the name we want to emphasize. Our logo uses Reckoner bold in lowercase for “ordinary” with Aller regular for “extra” and the tag line. The letterforms mimic the bold, yet playful company culture. The logo is then hand-drawn to make it less sterile. Our final, hand-drawn logo is our slate color with a opaque white fill to the box and behind the three dimensional element. This is to provide contrast, especially when the logo is placed on a colored background, like the facing page.



ACCEPTABLE USE

Our logo may be used as it is. No changes are permitted; including stretching, skewing, or inverting the colors. Our logo is to be used on a colored background only and should be tilted at either 20 or -20 degrees if needed. Our logo must always be accompanied with the tag line "Superpower Rental Kiosks". The tag line may not be removed nor used on its own. The logo may sometimes appear with a slight tint of our yellow in the three dimensional border area. This is the only color variation allowed. The only permissible design variation is the logo without the three dimensional element. This variation may show up on some print material, including the power patches.



OUR FONTS

We use Reckoner as our headline font because we feel that it reflects our company. Like us, Reckoner has a strong connotation while still showing a playful side. In print form, Reckoner is to be used in all caps, while the logo form of Reckoner is lowercase. Aller was chosen as our secondary and body font because of its legibility. Like Reckoner, Aller is both strong and playful. Aller Regular is the form of the typeface to be used everywhere except for in our logo where Aller Bold is used. Additionally, in order to add a more playful touch, we use hand drawn variations of both fonts as an illustrative element.



AA

RECKONER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 =-!@#\$%^&*()_+[]\n
{}|:;'"<>?.,/

RECKONER

RECKONER BOLD

Aa

Aller

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 =-!@#\$%^&*()_+[]\n
{}|:;'"<>?.,/

Aller Regular

Aller Bold Italic

Aller Bold

Aller Italic



OUR COLORS

Our primary colors are yellow and grey. The grey emphasizes the ordinary part of our name, while the yellow is bright, playful, and eye catching. For our secondary color palette, we chose the remaining two primary colors and a light, cool grey. The primary colors are a direct reference to comic books and the colors most commonly found in them. They also refer back to the four-color printing process of old comic books and the primary colors used in this process. We also want our colors to be strong, bold, and playful as a direct reference to our brand values. The bright, eye-catching hues are to draw the viewer in and stand out against the wallpaper of advertisements seen in the cities our kiosks are located in.





YELLOW

C=0 R=255
M=10 G=250
Y=95 B=13
K=0

P=108

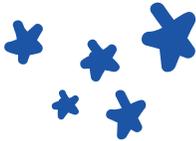
#FFE60D



SLATE

C=72 R=44
M=59 G=65
Y=54 B=73
K=38

#2C4149

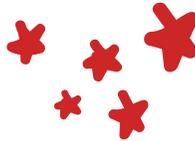


BLUE

C=94 R=15
M=75 G=64
Y=0 B=255
K=0

P=2728

#0F40FF



RED

C=9 R=232
M=92 G=20
Y=95 B=13
K=0

P=1785

#E8140D

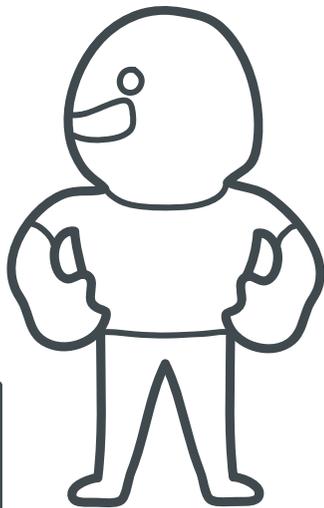
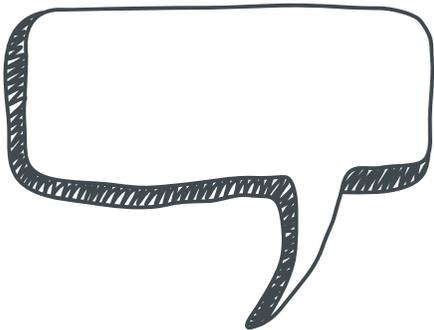
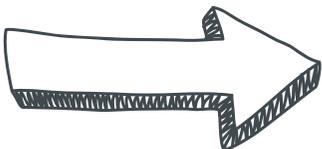
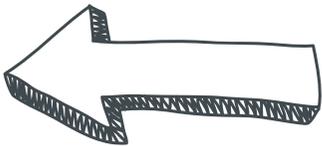


STEEL

C=0 R=204
M=0 G=204
Y=0 B=204
K=20

P=COOL GREY 3

#CCCCCC



ILLUSTRATIONS

At Extra Ordinary, we use hand-drawn illustrations on our print materials, website, and posters. These illustrations show fun, excitement, and creativity; three traits our company deeply values. The illustrations have a doodle-esque quality and are used to accent the materials on which they are printed upon. They should not conflict with any of the typography and should not distract from the message we are trying to send to our customers. The majority of our illustration should be seen on our print material. The star cluster illustration is most often seen surrounding our logo. This element is not part of our logo, but is used for emphasis.

Our illustrations, like our logo, are not to be stretched, skewed, or altered in any way shape or form. The only permissible color variations are using our yellow, red, or blue as a tint and the red and blue may only be used if the outlines are switched to steel. Our speech bubble illustration is the only element that is allowed to be skewed into different proportions. This is on an as-needed basis and should never be extreme to the point of squishing the image.

Another illustrative element of our company is our figure. He demonstrates each power and appears on our posters and other promotional materials.



PRINT MATERIALS

BUSINESS CARD

Our business cards are bold and colorful, just like the rest of our brand. The front has our hand drawn logo in slate with our small star illustrations around it in steel, all on a blue background. The backside is yellow with our contact information in our speech bubble illustration. The two arrows point to the bubble further bringing emphasis to the information. The dimensions of our business cards are two inches wide by three inches tall. This is slightly wider than the average business card, but it is still easily slipped into a wallet.





STEPHANIE MANSON

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THE EXTRAORDINARY
 COMMERCIAL REAL ESTATE

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 SALES & D. HEADQUARTERS
 307 W 4TH ST
 UPTOWN EAST SIDE
 NEW YORK, NY
 10012

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Sincerely,
Stephanie E. Hanson

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PRINT MATERIALS

LETTERHEAD

Our letterhead is long a long, thin rectangle, which mirrors our long, thin logo. Its dimensions are nine inches long and four and a half inches wide. These dimensions allow the letterhead to be folded once before going in the envelope. The front of our letterhead has our logo and return address along the top. Below, we have space for the recipients address along with the body copy. Finally, along the bottom margin, there is our website and phone number.

ENVELOPE

Our envelopes are four and three quarter inch squares. The front is simple. It has our figure illustration with a speech bubble coming from him. Inside the speech bubble is the recipient's address information. The background is our yellow. The back of the envelope has an illustration of a cityscape with a light in the sky signaling the transformation along the bottom beneath the flap. On the flap, we have our logo next to our return address. The back remains white with our website and phone number running along the bottom.



PRINT MATERIALS

POSTERS

Our posters are primarily used for advertising, although we do not have a widespread advertising campaign. They only feature our website. Some of our posters demonstrate the powers we offer at our kiosks. Others are used to just get our name out into the viewers' minds. The posters are also categorized into type-focused and illustration-focused. We use the primary colored backgrounds seen throughout our brand and print material. All posters feature our website running along the bottom along with one of our logo variations.

SORRY

YOU JUST MISSED US

↓ TRACK US ONLINE ↓

WWW.EXTRAORDINARY.COM

EXTRAORDINARY

FLOAT LIKE A BUTTERFLY

EXTRAORDINARY
SUPERPOWER RENTAL KIOSKS

WWW.EXTRAORDINARY.COM

NEVER HAVE COLD FEET AGAIN

EXTRAORDINARY
SUPERPOWER RENTAL KIOSKS

WWW.EXTRAORDINARY.COM

BE YOU, BUT BETTER

WWW.EXTRAORDINARY.COM

EXTRAORDINARY
SUPERPOWER RENTAL KIOSKS

OUR PRODUCT PATCHES

The product we offer at Extra Ordinary is not something easily packaged. In order for our patrons to use our powers, they must purchase one of our Power Patches from one of our vending kiosks. The power patch design is based on nicotine patches. They stick to the user's skin and transfer the superpower to the user. The patches come in three different colors and are waterproof. The user can easily remove the patch once the power has expired. The patches measure two inches wide by two inches tall. They feature a variation of the flat logo on a yellow, red, or blue diamond. The words "Power Patch" are around this logo, one above and one below.

OUR PRODUCT

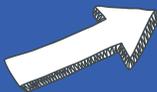
KIOSK

Extra Ordinary's kiosks are different from a typical candy or soda vending machines. Ours are a two feet tall, two feet wide, and are mounted on a wall. They have a coin slot and one button to select. The machine dispenses a random Power Patch to the user. The user cannot choose what power they receive, but, much like the room of requirement in the Harry Potter series, the power is whatever the user needs the most in that moment. The front of our kiosk will feature a modified version of the logo which is an enlarged version of the patches the machine distributes along with some of our illustrated icons on a blue background. The front of the kiosk also has a disclaimer and shows the price of the powers: twenty five cents for a half hour. These kiosks are in alleyways and alcoves in cities where the average person may not think to look. The kiosk acts as a beacon when a user is in need of a boost, when he or she wants to become extra ordinary.

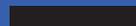




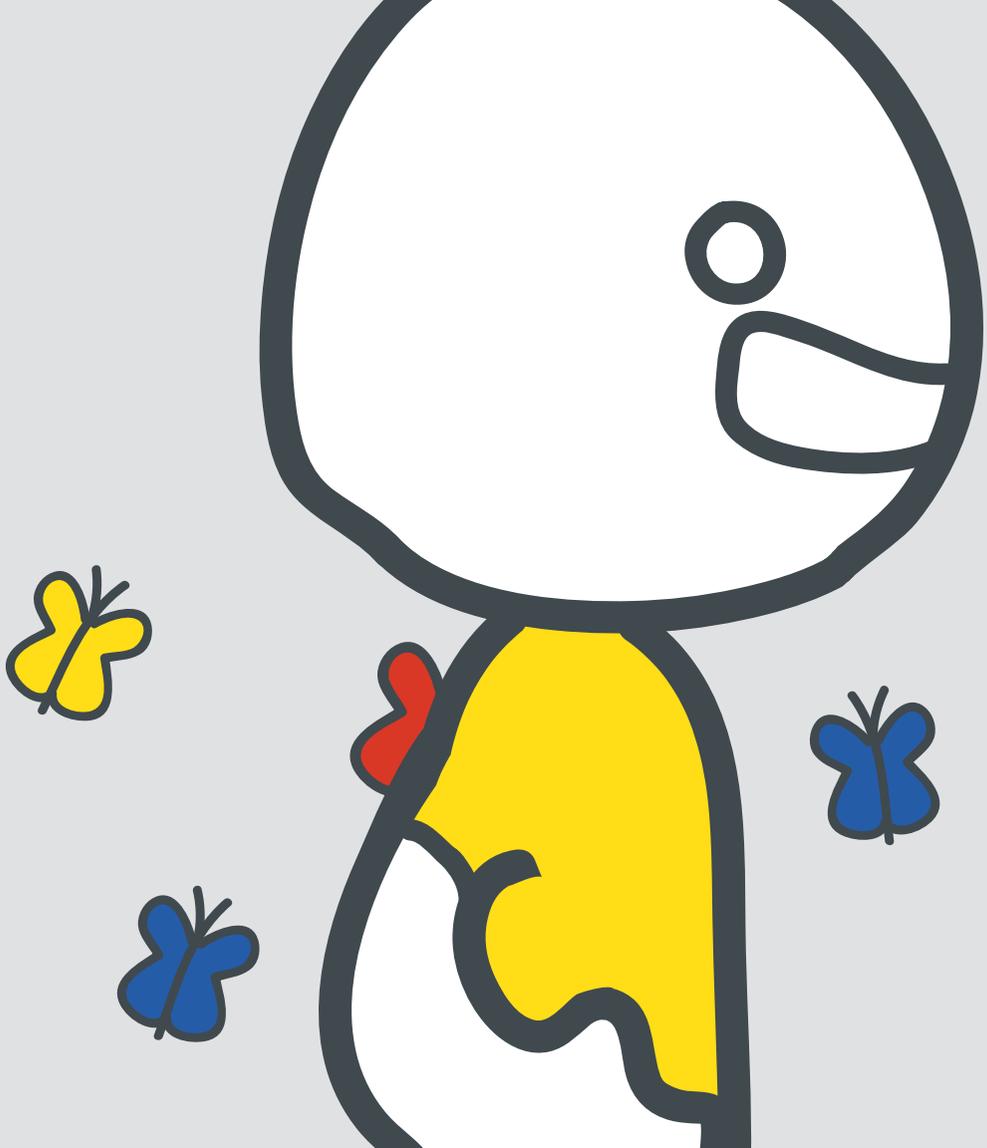
INSERT COINS



RECIEVE POWER



25 CENTS PER HALF HOUR.
DO NOT USE IF PREGNANT OR NURSING.
NOT RECOMMENDED FOR CHILDREN UNDER 12.
DISCARD PATCH IMMEDIATELY AFTER USE.





FLOAT LIKE A BUTTERFLY



