

T11A BRAND GUIDELINES QUICK REFERENCE SHEET

BRAND LOGO

The T11A logo has evolved in recent years to keep pace with our growing brand as a whole. Our newest primary logo should be used wherever possible and previous logos, 'The Eleven Agency' logo and the original 'T11A' logo, should no longer be in circulation. We've also created 2 additional variants to accommodate a wider range of needs.

NOTE: The colored background on the white variant is for reference purposes only and isn't an official part of the logo.

RAISING THE BAR

Along with a new look for our website, we're revamping the way we collectively present ourselves to our clients. Our goal is to unify all communications into a singular voice, tone and look that best represents T11A.



PRIMARY



SECONDARY
(BLACK)



SECONDARY
(WHITE)

Please contact [REDACTED] if you have any questions.

QUICK LIST OF BRAND LOGO DO'S AND DON'T'S:

- DO use the primary logo whenever possible.
- DO use the black secondary logo only if the background is a lighter shade and conflicts with the primary logo colors.
- DO use the white secondary logo only if the background is darker shade and conflicts with the primary logo colors.

- DON'T** add a drop shadow, lens flare or any other effect.
- DON'T** alter the logo colors in any way.
- DON'T** place a non-transparent version of the logo (jpeg) on a colored background.
- DON'T** overlay the logo onto anything other than a solid color background or bar.

BRAND NAME & STATEMENT

While our clients refer to us in many different fashions, 'T11A' is the familiar brand name for our agency and we should use it as the primary reference in all our communications. The formal brand name, 'The Eleven Agency' is acceptable as a first mention but should be followed by 'T11A' in parentheses.

T11A's brand statement, 'We take everything to Eleven', is our key differentiator and should also be referenced in the proper format. There are several acceptable variations of the brand statement with "Eleven" always in title case (uppercase E) and never in numerical form (11).

T11A T11a t11a t11
CORRECT INCORRECT INCORRECT INCORRECT

"We take everything to Eleven"

"Go to Eleven"

"Go-to-Eleven" (i.e. "our Go-to-Eleven culture")

CORRECT

"We take it to 11"

"Go to 11"

INCORRECT

BRAND COLOR SPECIFICATIONS

T11A's new color palette helps define our brand by adding a strong underpinning of color to our website, presentations and more. T11A's blue (Pantone 2965 C) should be used as the primary color with the green (Pantone 382 C) being added as an accent color. The gray tone may be used as a unifying tertiary color when needed.



Pantone
382 C

CMYK
29.0.100.0

RGB
193.216.47



Pantone
2965 C

CMYK
100.38.0.64

RGB
0.58.99



Pantone
XXXX

CMYK
52.43.41.80

RGB
128.130.133

VOICE & TONE

While everyone writes in his or her own distinct style, the T11A brand is marked by a unique tone and quality. As a result, the T11A "voice" should be evident through our communications. Our style is conversational yet professional, warm but not folksy. We aren't crazy about "marketing speak," and we're not robotic. We strive to keep it brief. If a point can be made in 10 words as opposed to 30 words, all the better.