



SIG **FOR**
SENATE

BRAND AND VISUAL GUIDE



BRAND OBJECTIVES

THE BRAND WILL:

- ★ **Reflect** the energy and youth of the candidate
- ★ **Demonstrate** the cutting-edge values and liberal ideals of the candidate
- ★ **Connect** with the audience and build trust with voters



There are many variations that can be used when combining colors and lockups. However, default to the blue color unless there is a reason to stray away from it. We want that to be the primary.

The Palette is:

Energetic

Futuristic

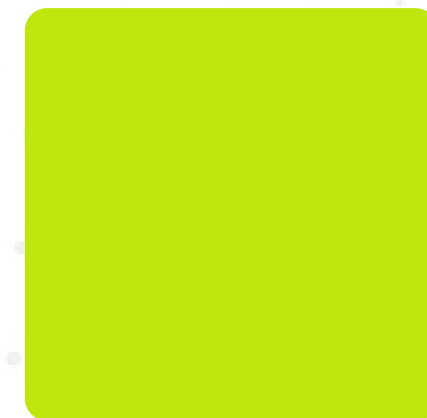
Vibrant



CMYK: 87, 79, 0, 0
RGB: 30, 46, 221
Hex: 1e2edd



CMYK: 0, 50, 100, 0
RGB: 255, 148, 2
Hex: ff9402



CMYK: 29, 0, 100, 0
RGB: 193, 231, 16
Hex: c1e710



CMYK: 2, 84, 100, 0
RGB: 235, 78, 32
Hex: eb4e20



CMYK: 72, 68, 65, 85
RGB: 14, 10, 11
Hex: 0e0a0b

All colors can be used in conjunction with one another. The palette was designed to be flexible. However, try not to use too many colors on any one design to maintain cohesion.



The Brand Typefaces maintain the youthful, cutting-edge aspects of the brand while still maintaining readability and strength.

HEADINGS:

JOSEFIN SANS BOLD (ALL CAPS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

JOSEFIN SANS SEMIBOLD (ALL CAPS)

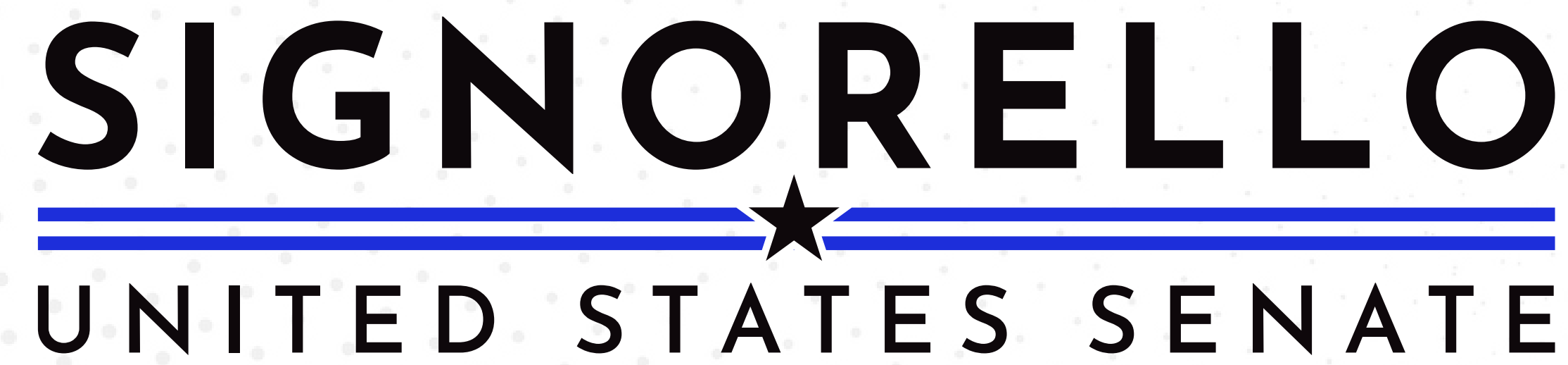
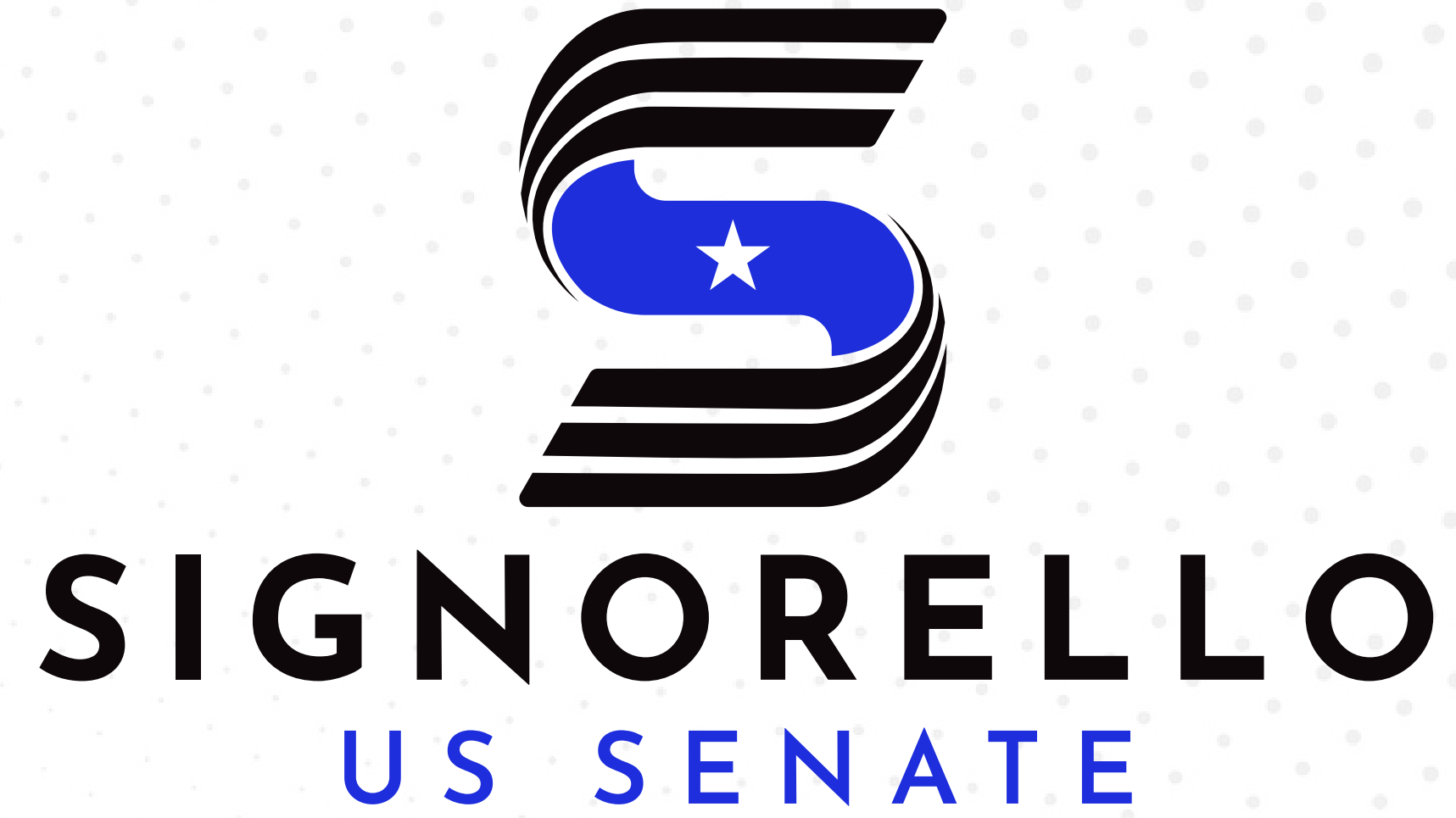
ABCDEFGHIJKLMNOPQRSTUVWXYZ

COPY AND SUBHEADS:

Greycliff CF Medium/Demi Bold

Greycliff CF Regular

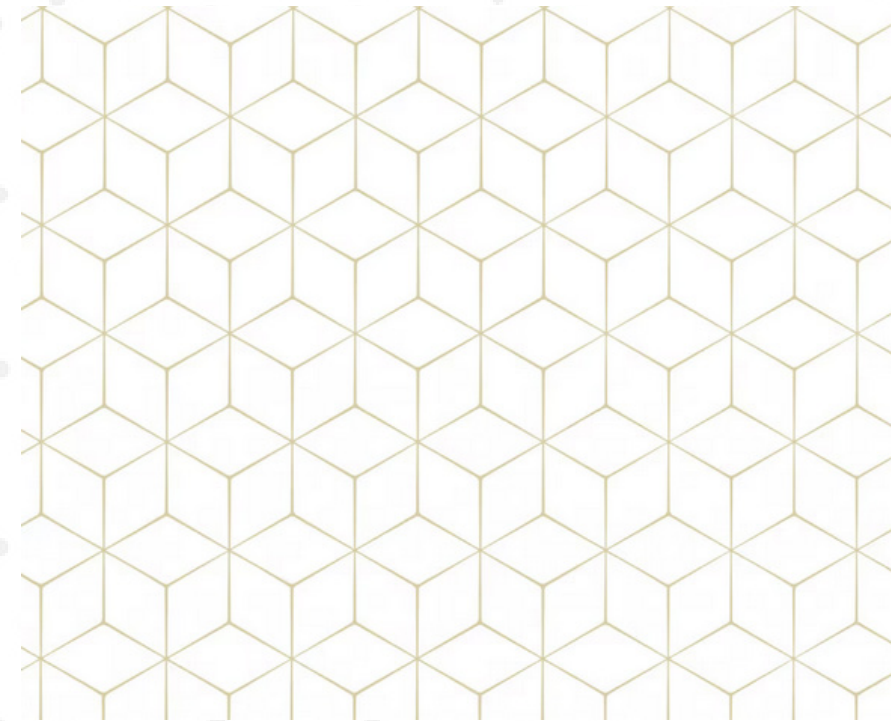
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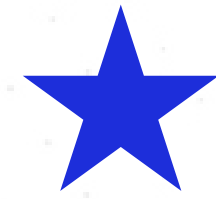
LOCKUPS AND VARIATIONS



There are virtually endless colorways and combinations that can be used. Think critically about which one provides the most contrast and makes the most sense given the audience and project.



Signorello's fintech background is a large inspiration for the brand. As such, geometric and tech elements play a major role in the visual identity. However, it is important to balance that with a warm, personable feel. The brand should connect with voters, not appear aloof and clinical.



A star references the logo and is a good way to break up information or emphasize a design.

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The New Jersey Skyline reminds voters both that Joe is a New Jersey native and his fintech background. Take every opportunity to make connections between him and the state whose office he is running for.

White space is always key, but it's especially important when working with a vibrant palette like this one. Ensure to leave enough to make the design feel airy.

Prominently Featuring Joe's smiling photo warms up the design and makes it more approachable.



The color palette here is simple and clean. It makes sense here because the information is the star and the sizing will be small for social media. Therefore high-contrast is needed.

The double lines mimic the stripes in the logo and are highly versatile. They can be used in footers, titles, and feature in lockups like the one below. Make sure that the distance between the two lines is the same size as the lines themselves.

SIGNORELLO
UNITED STATES SENATE

Slanted text and text boxes can add visual interest while appearing sleek and fast. Be careful to not sacrifice readability.



SIGNORELLO

US SENATE

BRAND BY:

DESIGNER | TYLER BRADLEY

MANAGING DIRECTOR | JASON DeALESSI

PRINCIPAL | ALEX PALLIS