

CollegeHumor's

DROPOUT

BRAND GUIDE

DECEMBER, 2018

STYLES

LOGO, COLOR, AND TYPE

LOGO

The Dropout brand mark is available in 3 variations, including a single version for full-color usage as well as black and white versions for single-color use.

Download official DROPOUT logos: <https://goo.gl/MvEsZ1>

CollegeHumor's

DROPOUT

PRIMARY LOGO

Attributes

- Bold
- Fun / Comedy
- Relates to existing brand
- Has character, yet unpretentious
- Good legibility

CollegeHumor's

DROPOUT

Light Background



Color Background



Dark Background



LOGO USAGE

Refer to this page for the correct usage of DROPOUT logos

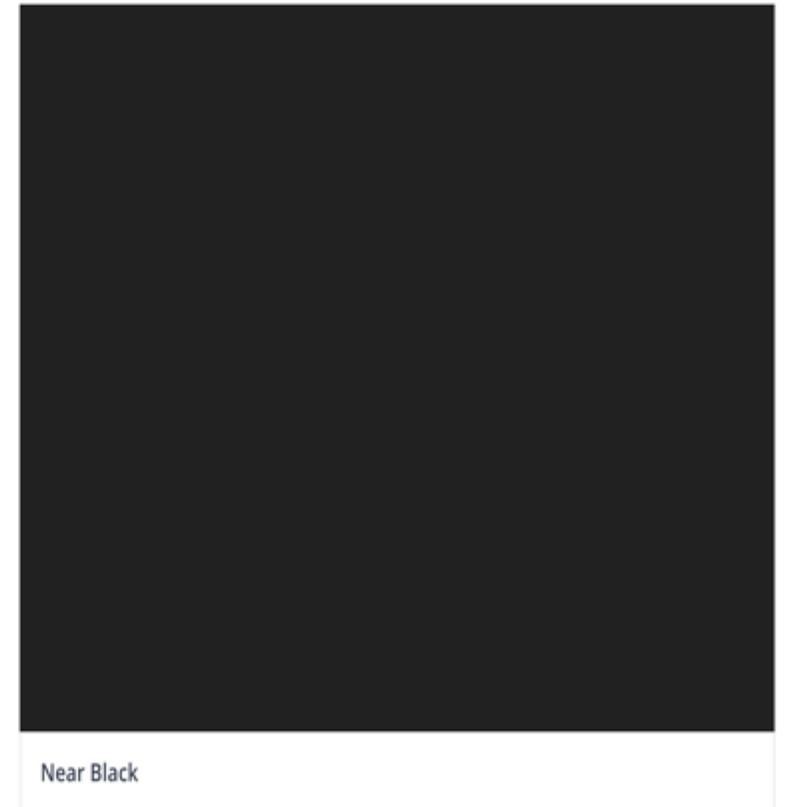
COLOR

The color palette is simple,
bold, and arresting.

It conveys authority and
immediacy.

Palette

The Dropout palette includes 4 primary colors. Dropout Yellow creates the strongest association to the Dropout brand, while accent colors provide additional depth to branded materials.



#fabf2d	#feea3b	fef8c3#	#212121
DARK PRIMARY COLOR	PRIMARY COLOR	LIGHT PRIMARY COLOR	TEXT / ICONS
fe5252#	#212121	#747474	#bcbcbc
ACCENT COLOR	PRIMARY TEXT	SECONDARY TEXT	DIVIDER COLOR

DROPOUT WEB PALETTE

How the DROPOUT palette is used on the web.

FONT

Font: **Titillium**

Titillium is a very unique font-family: a modern, versatile, workhorse typeface with a special personality, given by the mix of humanist and geometric models, remaining far from both extremes.

Titillium can be downloaded from <https://goo.gl/23VcFn>

144 pt

ELIT, SED D
Sed do eius

72 pt

DO EIUSMOD TEMPOR I
Eiusmod tempor incidi

48 pt

TEMPOR INCIDIDUNT UT LABORE ET
Incididunt ut labore et dolore mag

36 pt

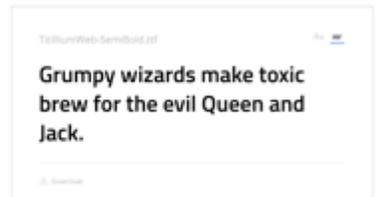
UT LABORE ET DOLOR
Labore et dolore mag

14 pt

**Ut enim ad minim veniam, quis nostrud exercitation ull
amco laboris nisi ut aliquip ex ea commodo consequat.
Duis aute irure dolor in reprehenderit in voluptate velit
esse cillum dolore eu fugiat nulla pariatur. Excepteur si**

Titillium in Action

Titillium helps evoke the spirit of the brand. It pairs well with the custom type treatment in the DROPOUT logo.



Note: Images at right are for illustrative purposes only and not approved for use.

ICONS

Icon sets are frequently updated. Please consult a representative. Please consult before using.

Download official DROPOUT icon sets: <https://goo.gl/Z2sFqV>

Format Icons



Action Icons



UI EXAMPLES

INTERFACES IN BROAD STROKES

Text

Interface elements are flat and simple, keeping things easy to understand and not intimidating. Soft, subtle textures may appear in places to warm up the space and make it feel human.

Headline # FfFfFf

Body #ebeff2, link: #f9fcfe, hover: #ffffff.

#212121 ON #FFFFFF

#747474

Headline #212121

Body #ebeff2, link: #f9fcfe, hover: #ffffff.

#FFFFFF ON #212121

FEEA3B#

Headline # FfFfFf

Body #c5ccd0, link: #f9fcfe, hover: #ffffff.

#212121 ON #FEEA3B

#212121

Headline #323436

Body #323436, link: #107ca4, hover: #59ac30

#212121 ON #FEEA3B

FFFFFF#

Headline #323436

Body #323436, link: #107ca4, hover: #59ac30

#212121 ON #FEEA3B

F8F8F8#

Headline #323436

Body #323436, link: #107ca4, hover: #59ac30

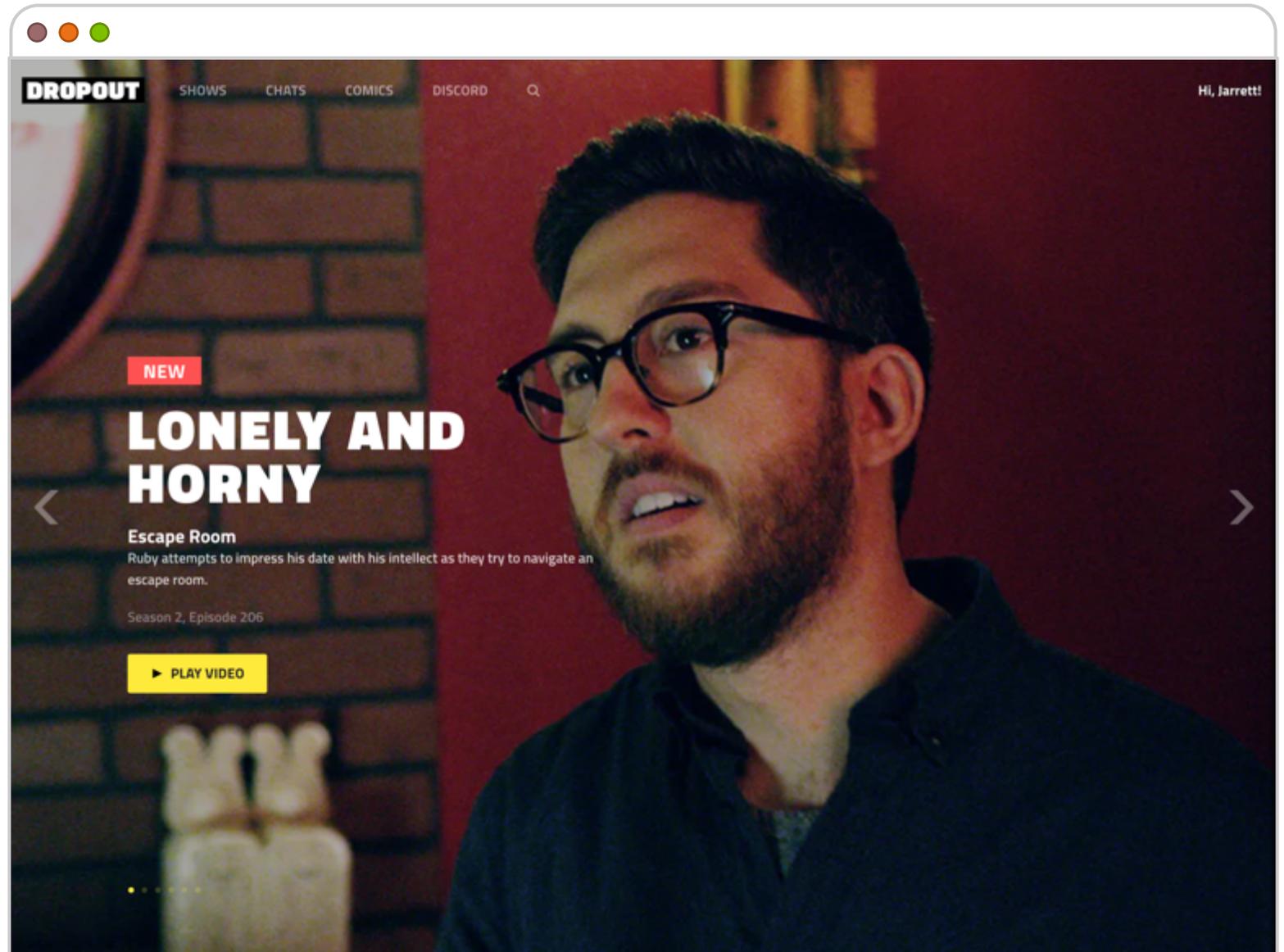
#212121 ON #FEEA3B

F0F0F0#

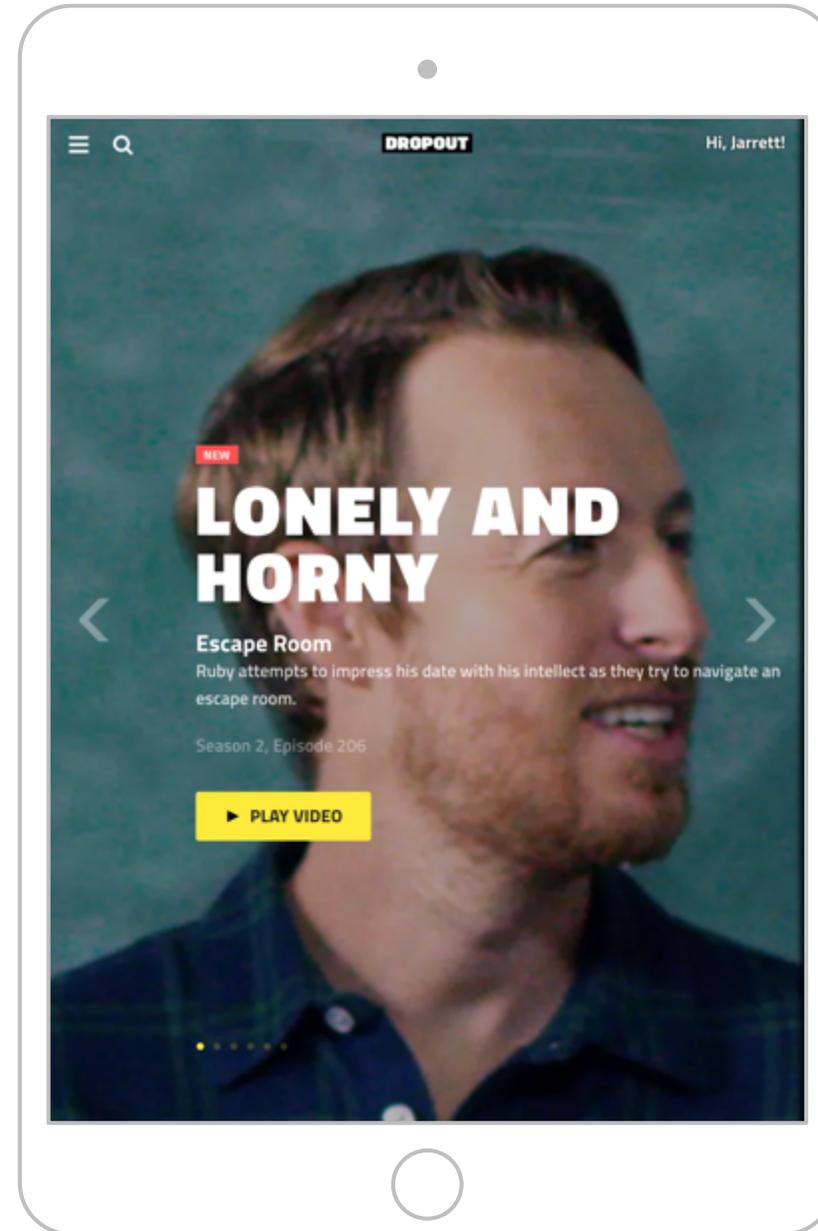
Images



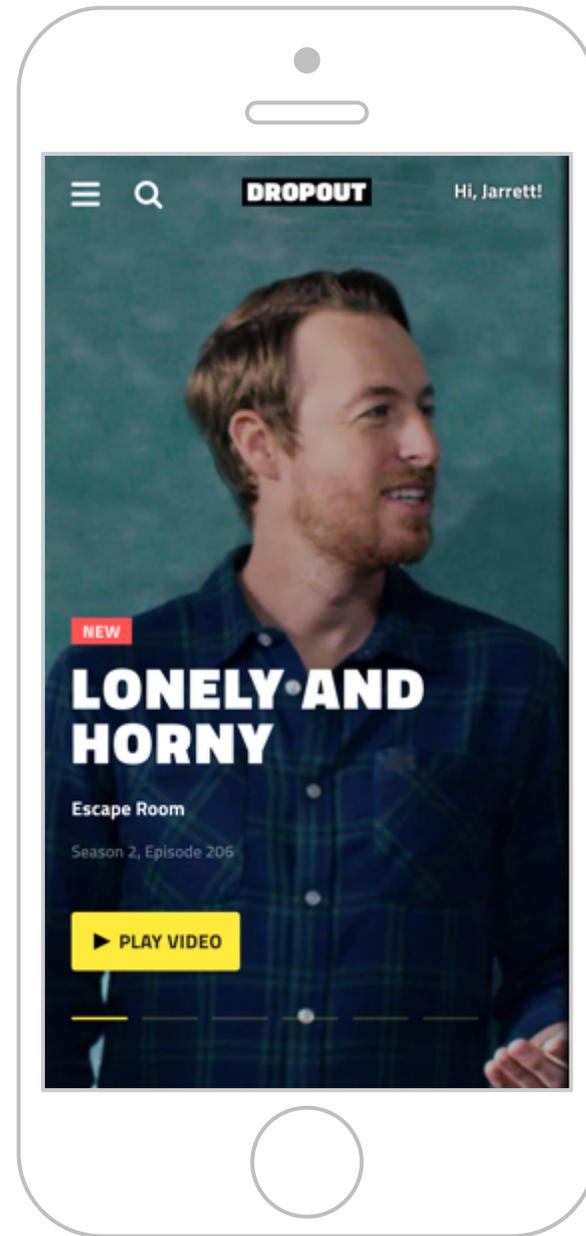
Desktop



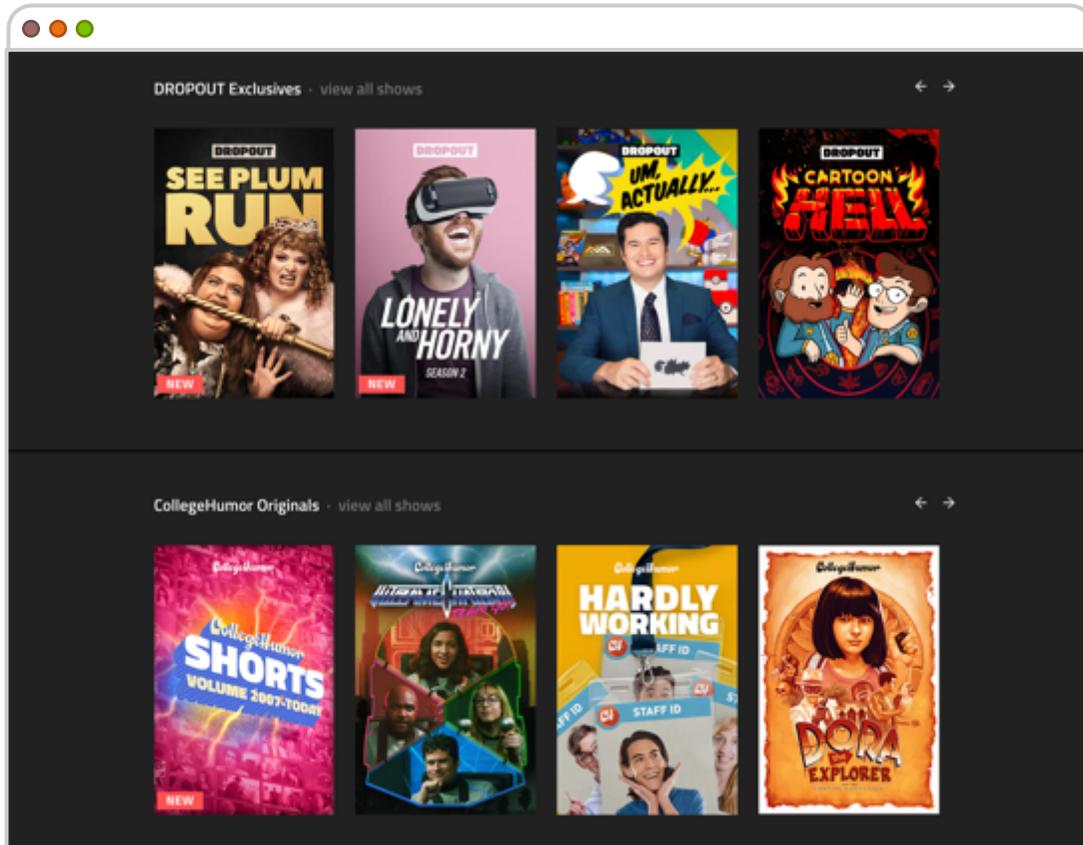
Tablet



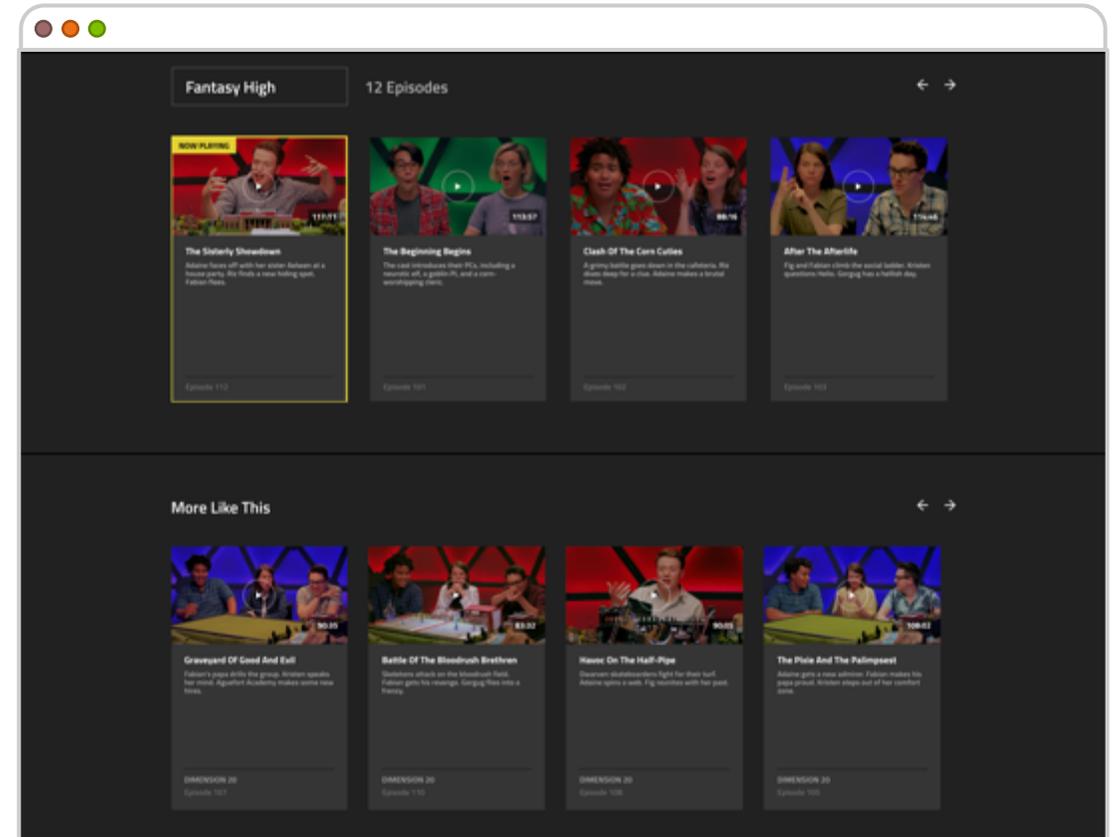
Mobile



Desktop



Shelf View



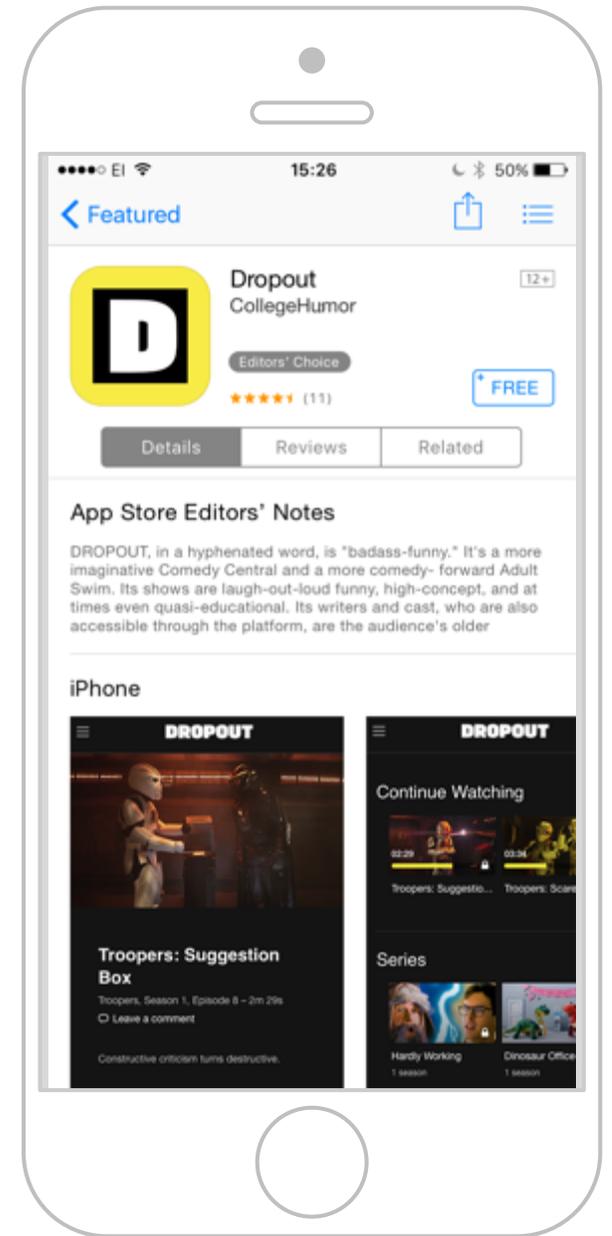
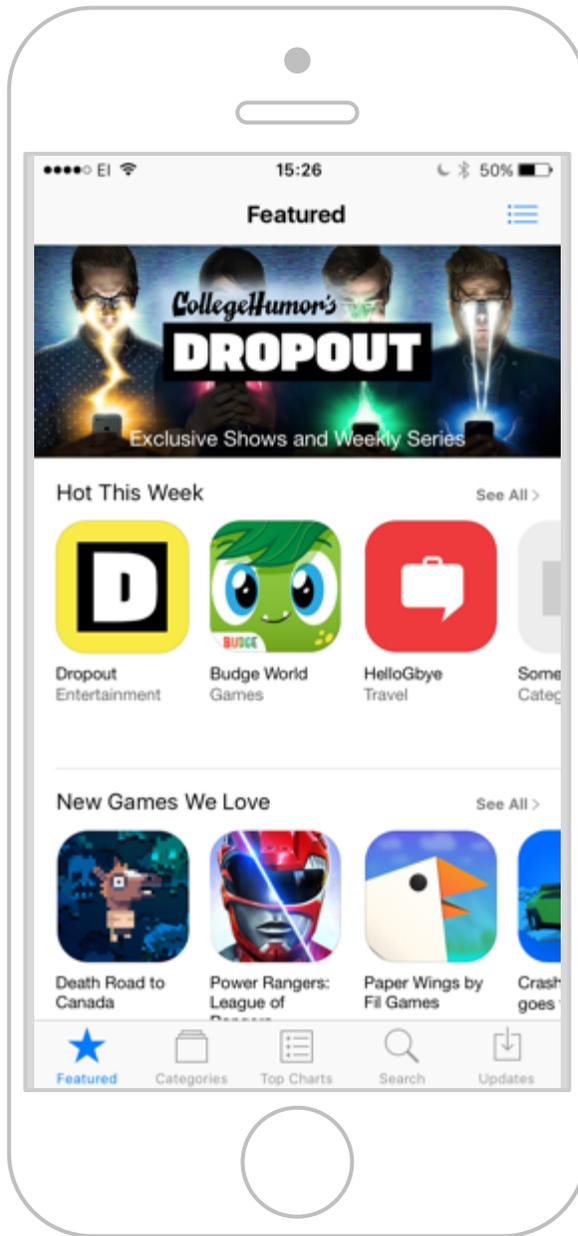
List View

Icon

The DROPOUT icon conveys the boldness and immediacy of the DROPOUT brand.

Download official DROPOUT icons:
<https://goo.gl/Z2sFqV>





BRAND

DROPOUT, in a hyphenated word, is “badass-funny.” It’s CollegeHumor’s evil twin. It’s a more imaginative Comedy Central and a more comedy-forward Adult Swim. Its shows are laugh-out-loud funny, high-concept, and at times even quasi-educational. Its writers and cast, who engage through the platform, are the audience’s older brothers and sisters: hilarious, cool, and accessible.

The Comedy Nerd

Call me Nerd or Tech Geek just not ordinary. When not accessing CH, I'll be reading comic books, playing video games, or binge watching / discussing my favorite shows. Favorite Sport? Does Quidditch count?





Brand Traits

FUNNY but not silly

SMART but not smug

BOLD but not brazen

HIP but not pretentious

NONCONFORMIST but not weird

PREMIUM but not inaccessible

EDGY but not mean-spirited

Brand Principles

Fearlessness

Wanderlust

Escapism

Individuality

Freedom

Passion

Rebellion



Voice

Here are some examples of Dropout's voice and how it might change in various communication situations. Dropout can change language and tone to fit the situation.

Logged-in Greeting

Hi, Bob. Great to see you again.

Success Feedback

Right-on! Your video has successfully been added to your watch list.

Error Feedback

Oops! Looks like your watch list contains no videos.

General Message

Radical. Three new episodes of Troopers have been added since your last visit.

Critical Failure

One of our servers is temporarily down. Our engineers are already on the case and will have it resolved shortly.

Marketing Copy

For the mainstream nerd who loves comedy and is looking for a place to connect and belong - to laugh, be shocked, dive deep, and stay woke -DROPOUT is a premium, ad-free experience available on any device that features deep, immersive, and world-building comedy from the creative minds at CollegeHumor.

QUESTIONS?

Contact: design@connectedventures.com