



# 3RD + LAMAR

**NEW BRAND + DESIGN | APRIL 20, 2022**

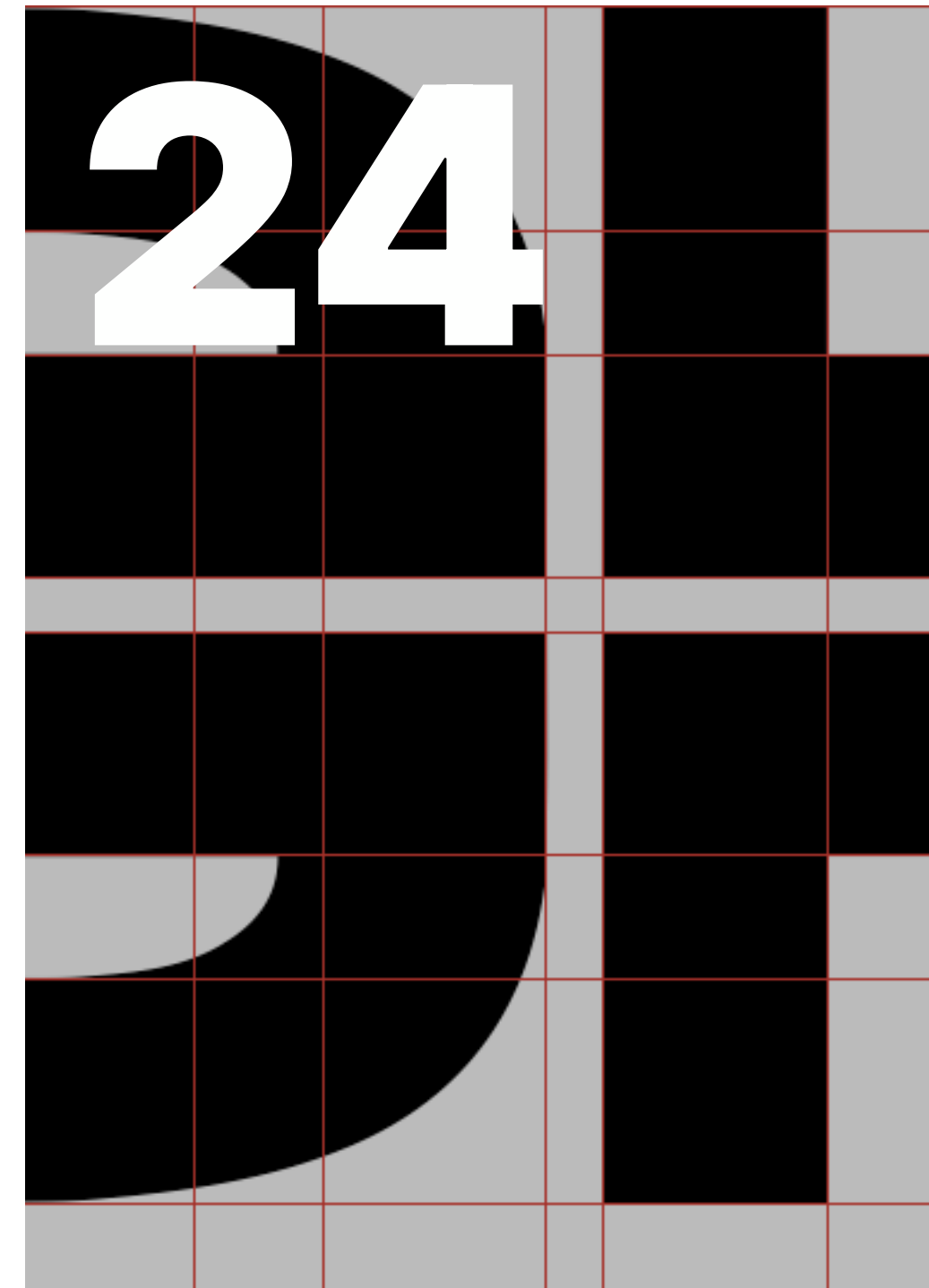
# TABLE OF CONTENTS



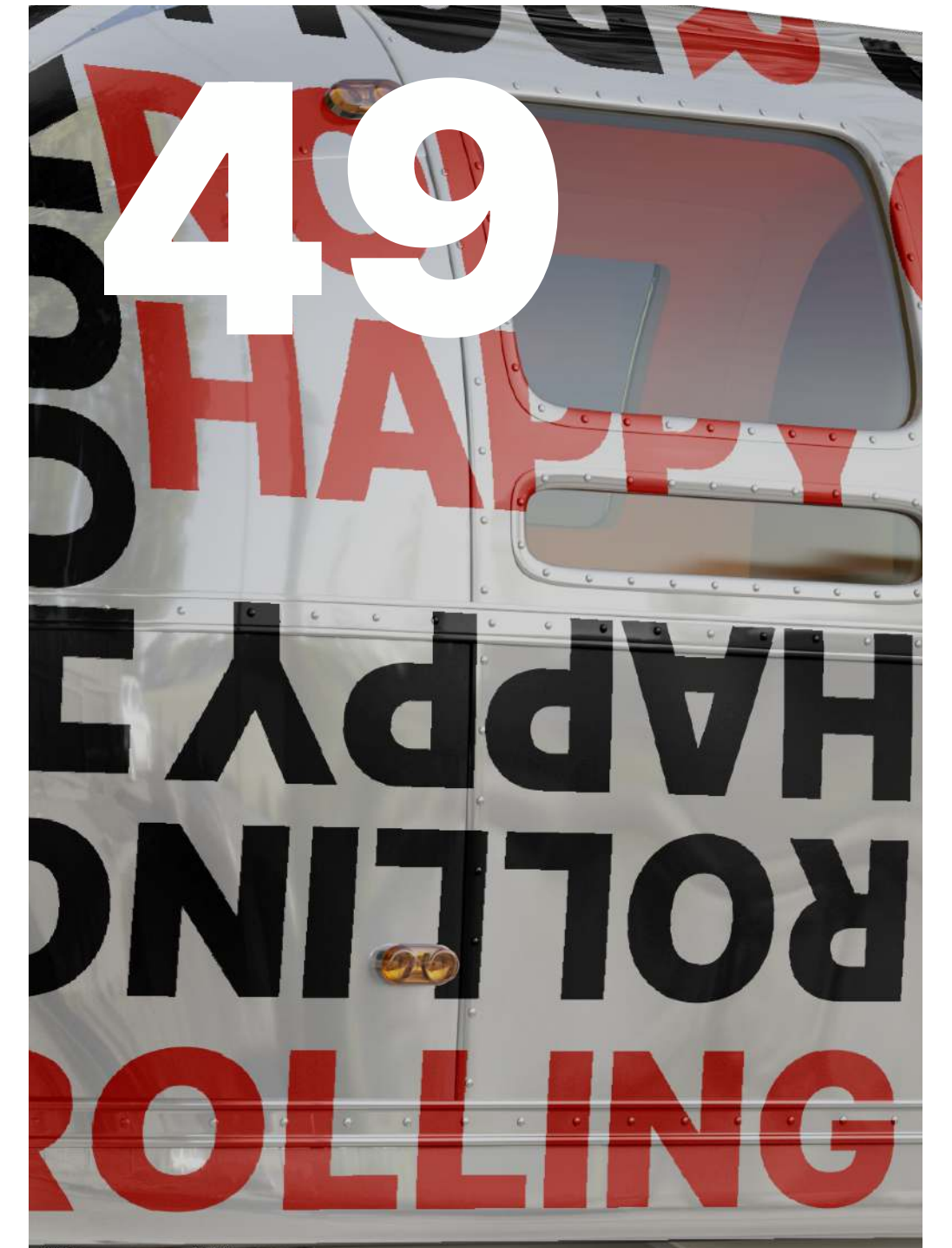
**WHAT +  
WHY**



**GRAPHIC  
ELEMENTS**



**GRAPHIC  
PRINCIPLES**



**BRAND  
GUIDELINES**

**WHAT**

**+**

**WHY**



## OUR MISSION STATEMENT

**At 3rd + Lamar, our mission is to do the best work of our lives with people we care about and give back along the way.**





## OUR MISSION STATEMENT

**At 3rd + Lamar, our mission is to do the best work of our lives with people we care about and give back along the way.**

**To do this—and attract the brands we want to work with—we need to *look premium* and *clearly communicate who we are*.**





**DESIGN IS ESSENTIAL TO  
MAKING THAT HAPPEN.**

**“Design is intelligence made visible.”**

–Alina Wheeler

**“Design is the intermediary between information and understanding.”**

–Hans Hoffman, artist and teacher

**“Good design is good business.”**

–Thomas Watson Jr., second president of IBM

**“Design adds value faster than it adds costs.”**

–Joel Spolsky, creator of Trello

**“The alternative to good design is always bad design. There is no such thing as no design.”**

–Adam Judge, author

**“I strive for two things in design: simplicity and clarity.”**

–Lindon Leader, FedEx logo designer



**HERE**

**THERE**

**GOOD DESIGN IS PURPOSEFUL.**

**IT IS THE SHORTEST DISTANCE  
BETWEEN TWO POINTS.**



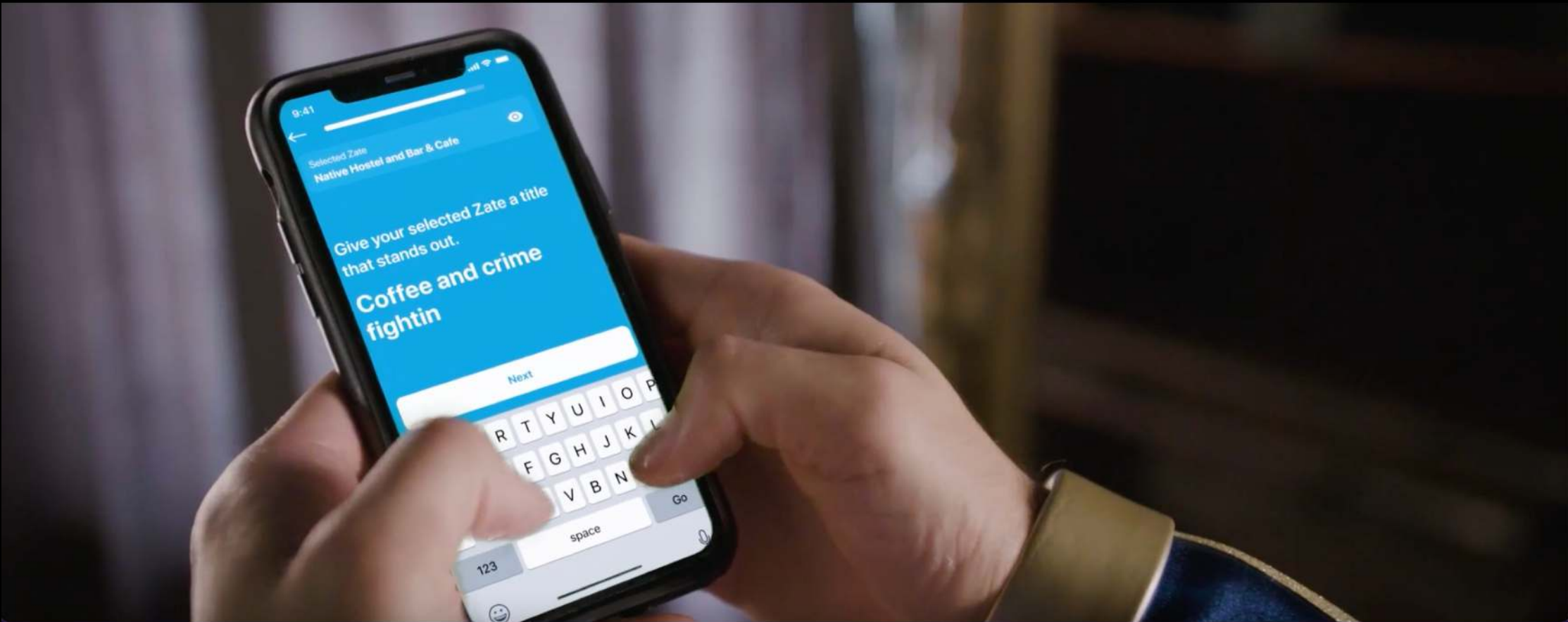


**GOOD DESIGN IS PURPOSEFUL.**

**IT IS THE SHORTEST DISTANCE  
BETWEEN TWO POINTS.**



Watch The Damn Quails At Rolling  
Happy Hour



# Weekly Check-In

April 12, 2022




WEEKLY PERFORMANCE REVIEW | MARCH 28, 2022






Confidential: Do not share without written consent from 3rd & Lamar




# 3RD + LAMAR

WEEKLY PERFORMANCE REVIEW  
FEBRUARY 3, 2022


 **MUDFLAP**

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# 3RD + LAMAR

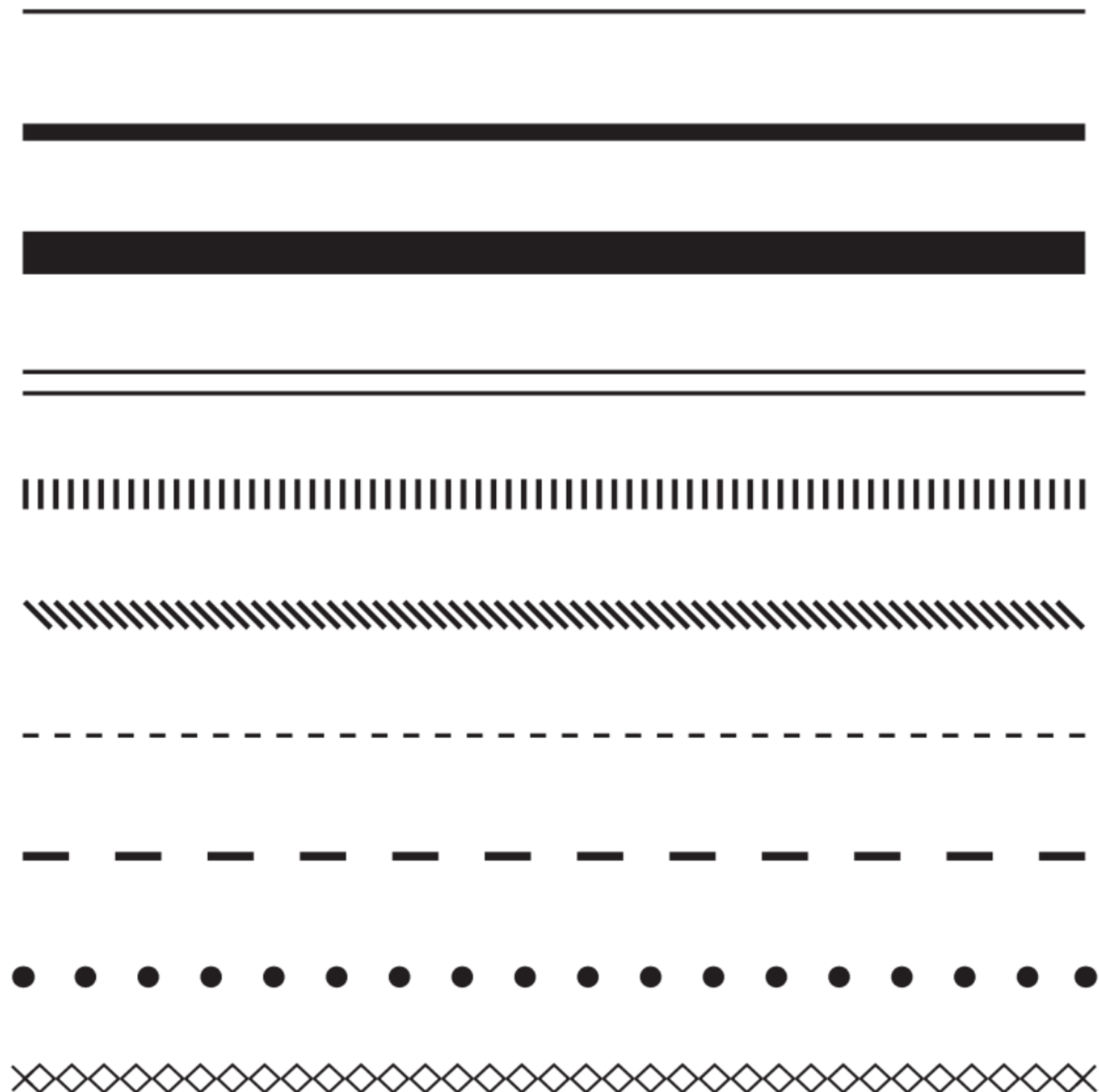
DECK TEMPLATE  
MONTH DAY, YEAR



# ELEMENTS

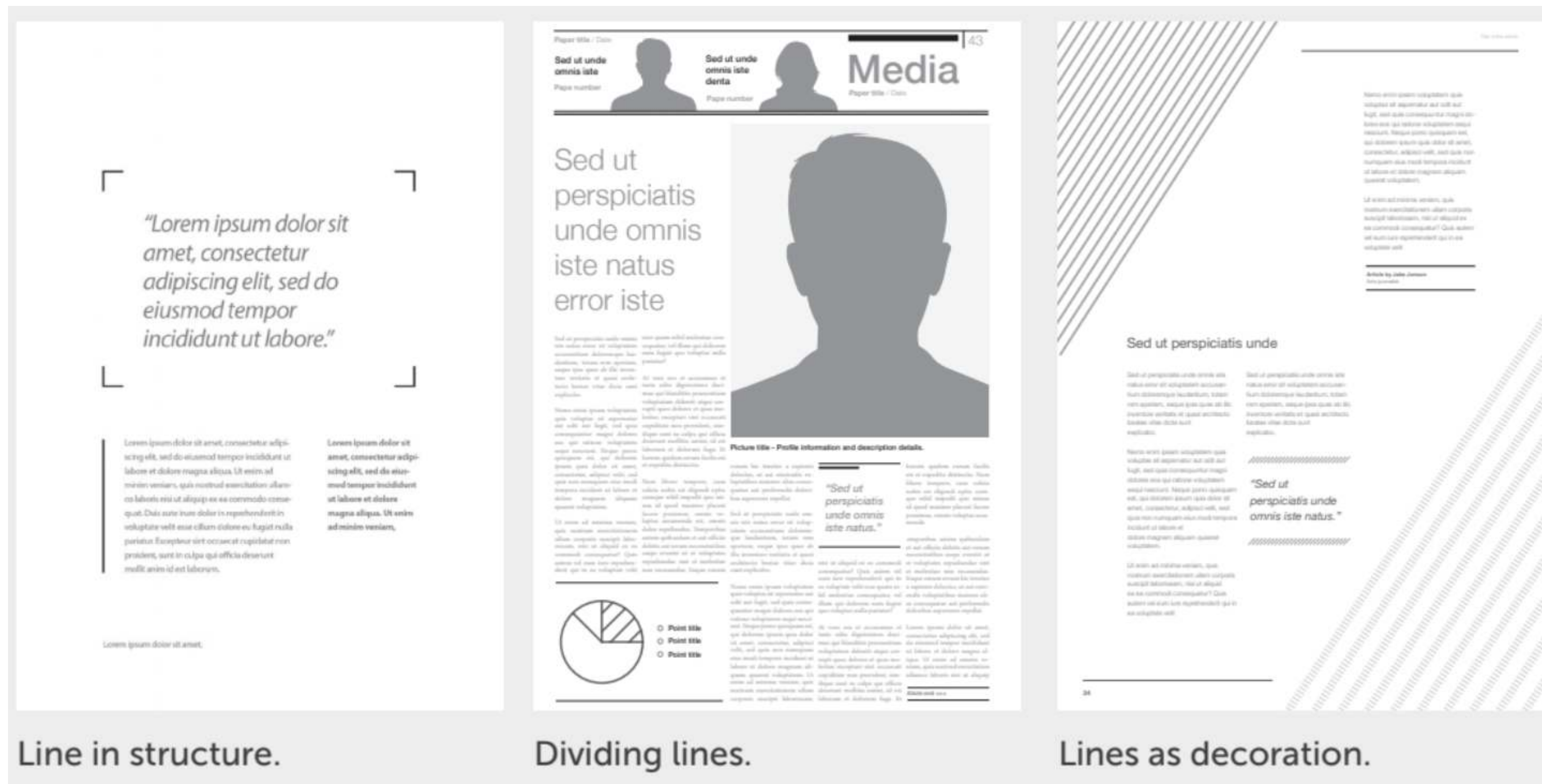


# 1. LINES



# 1. LINES

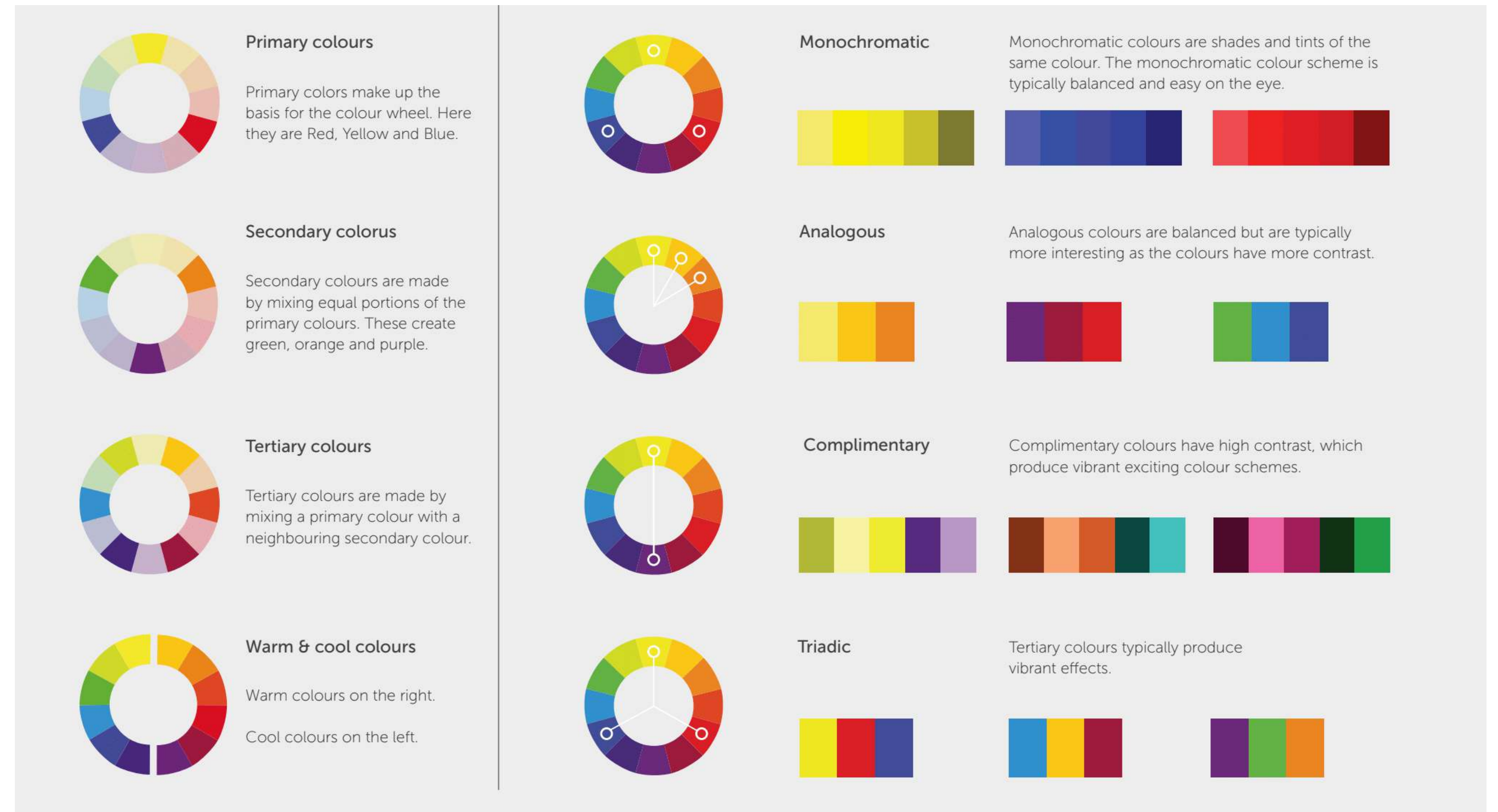
We use bold, purposeful, non-decorative lines.





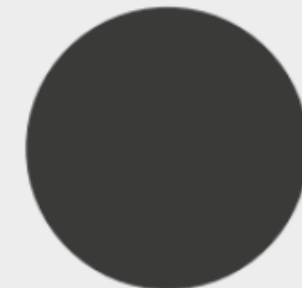
# 2. COLOR

**We only use  
our brand  
colors.**



# 3. SHAPE

Geometric shapes

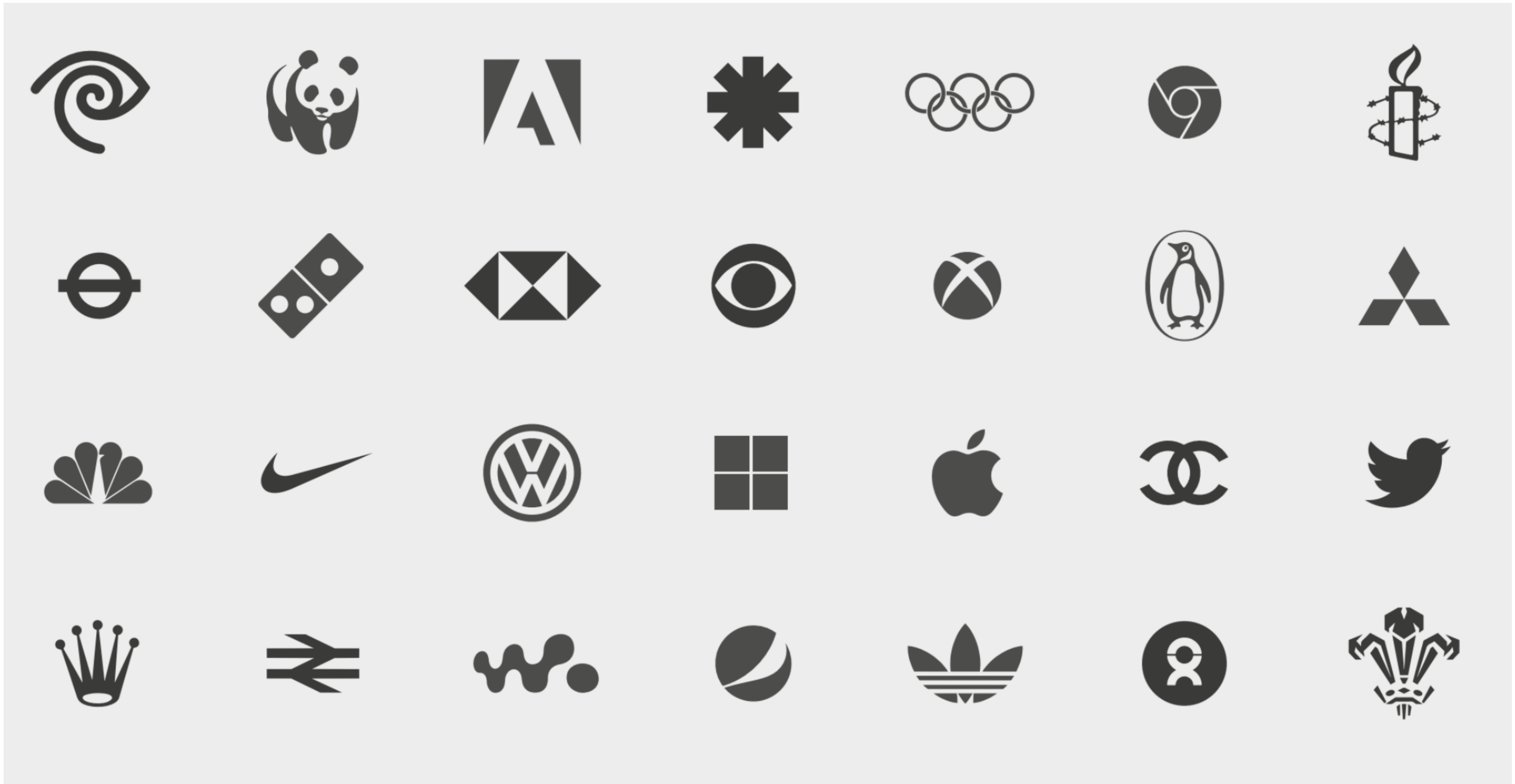


Organic shapes





# 3. SHAPE



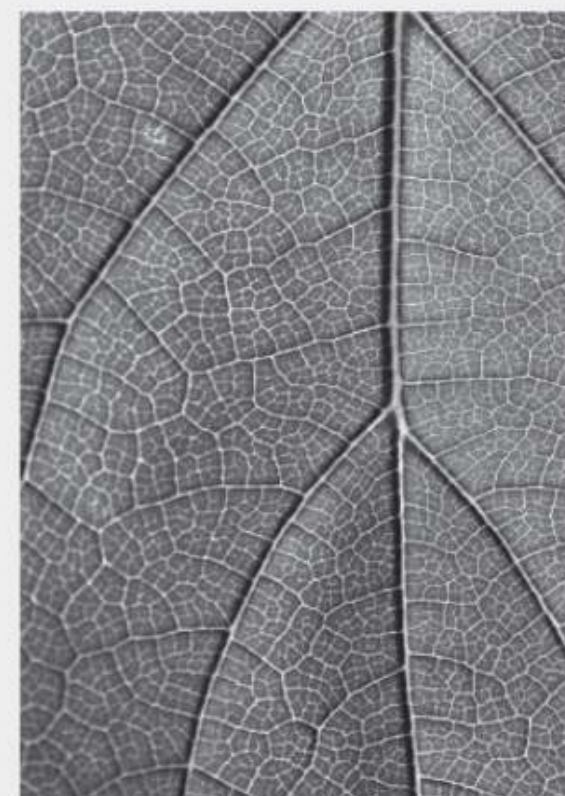
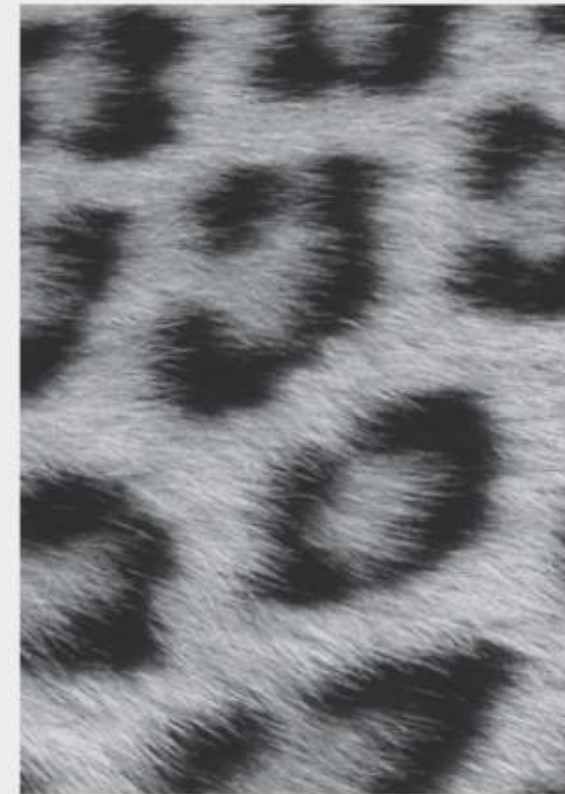


# 4. TEXTURE

Environmental textures



Biological textures



Man made textures

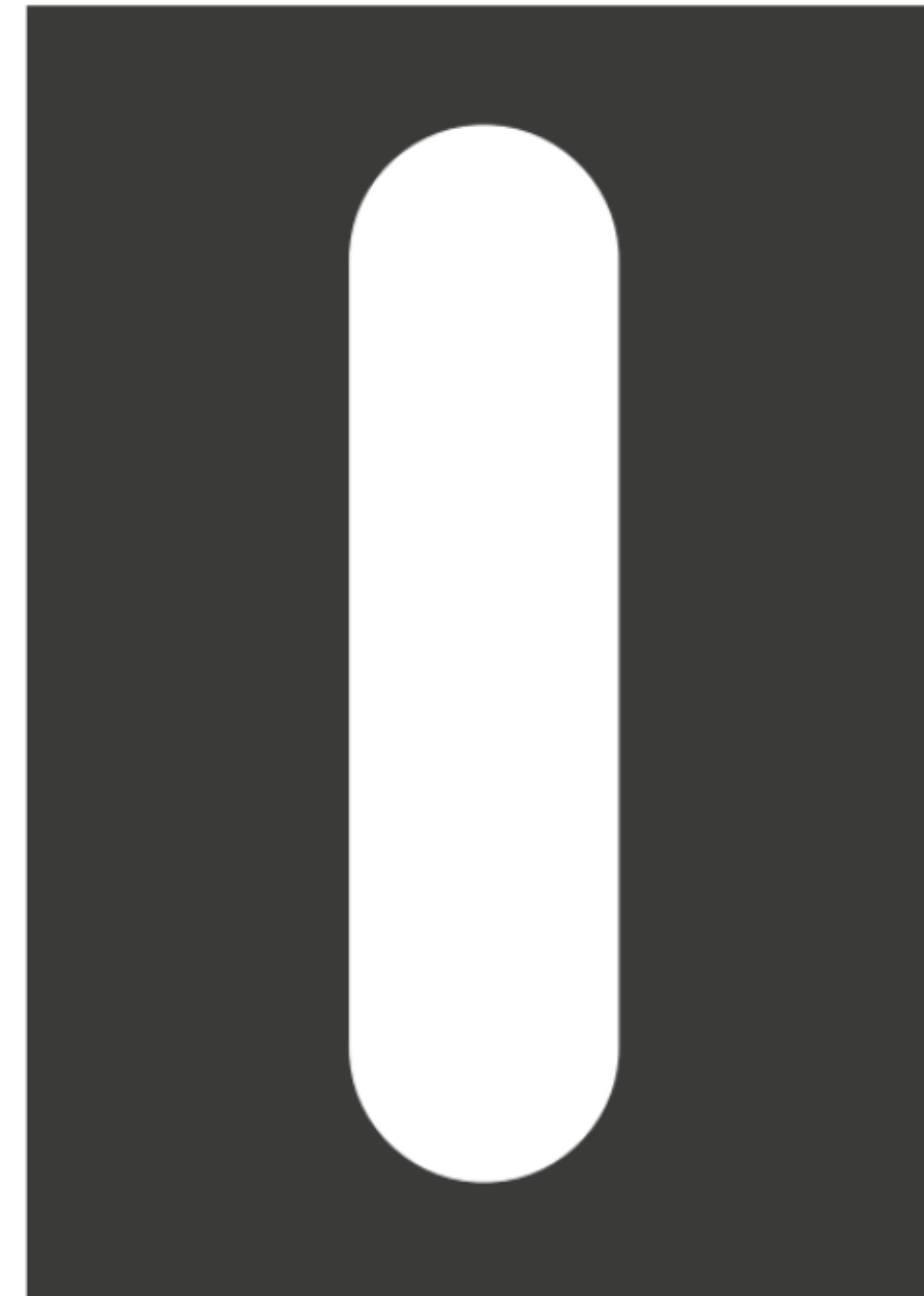




# 5. SPACE



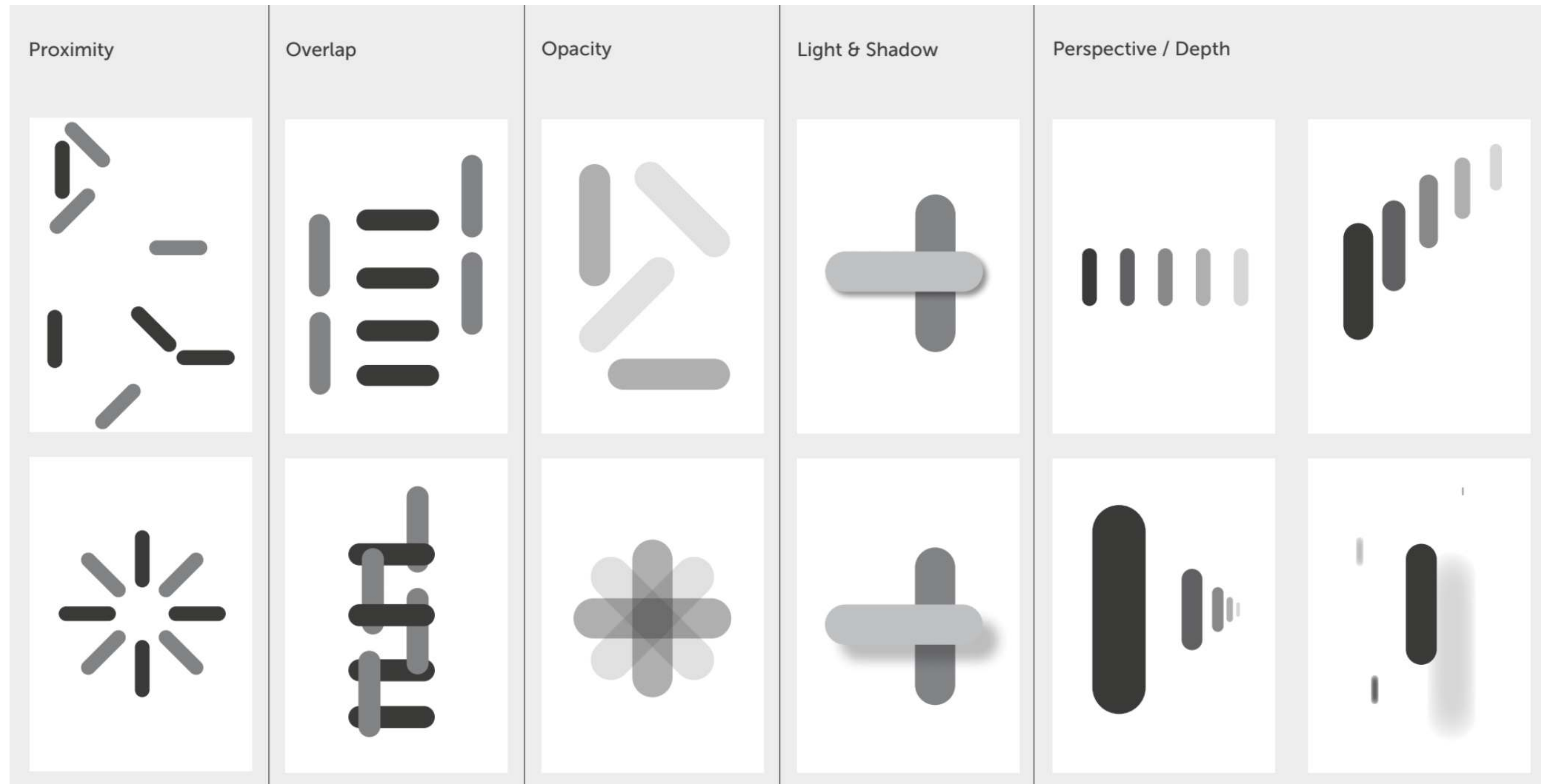
Positive space



Negative space

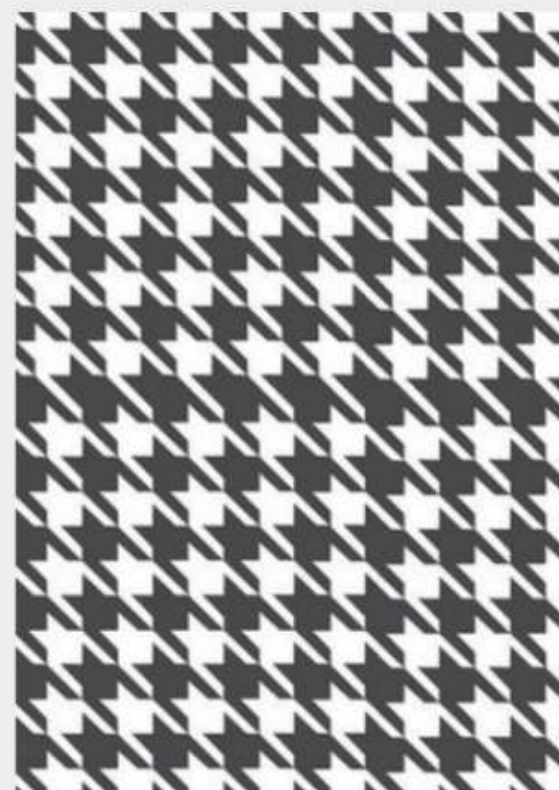
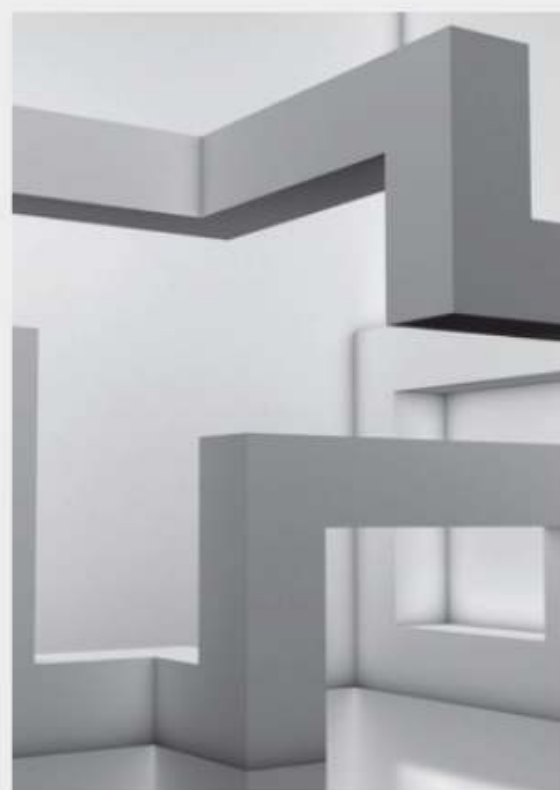
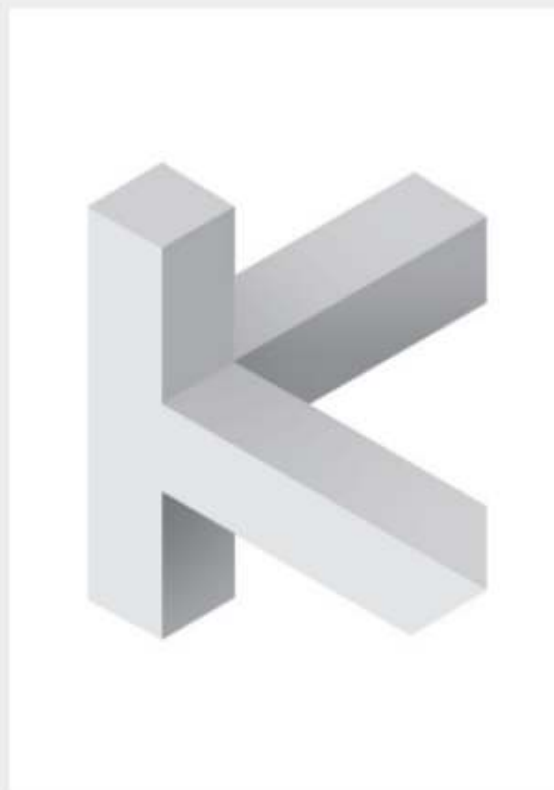
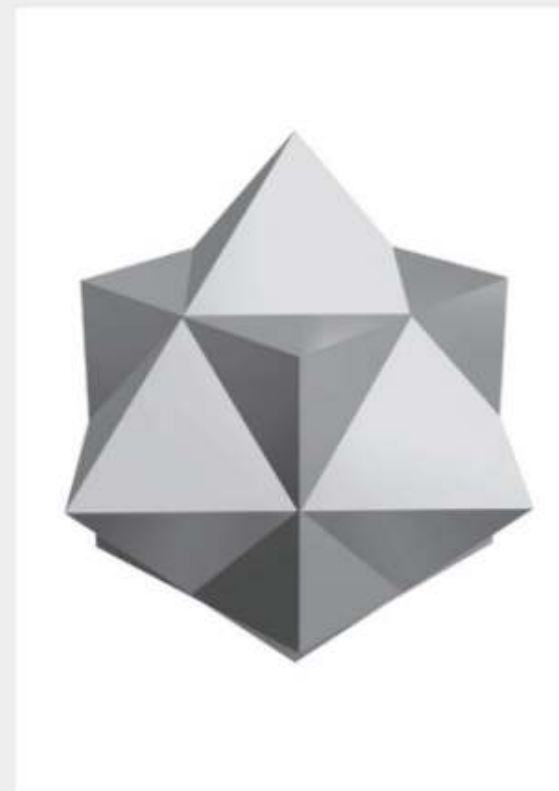


# 5. SPACE

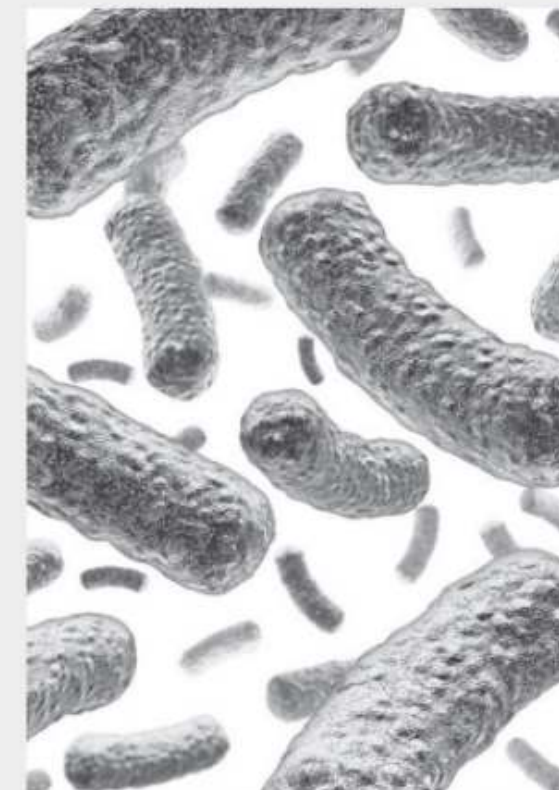
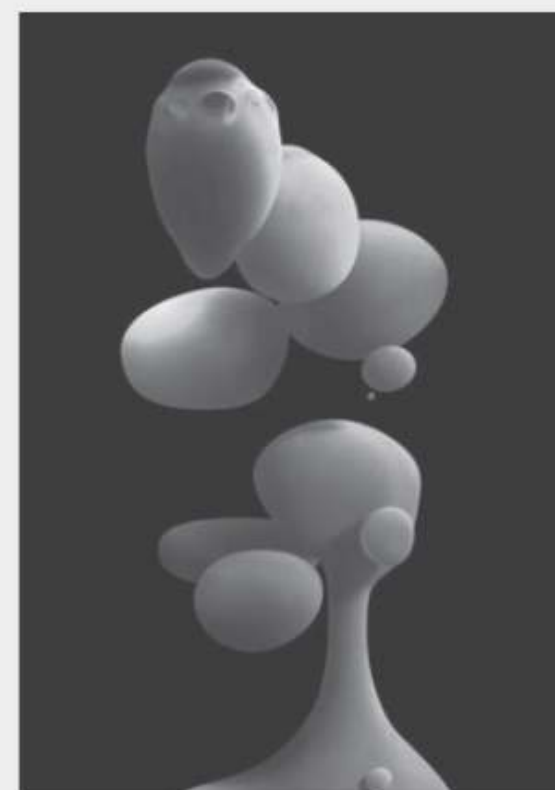


# 6. FORM

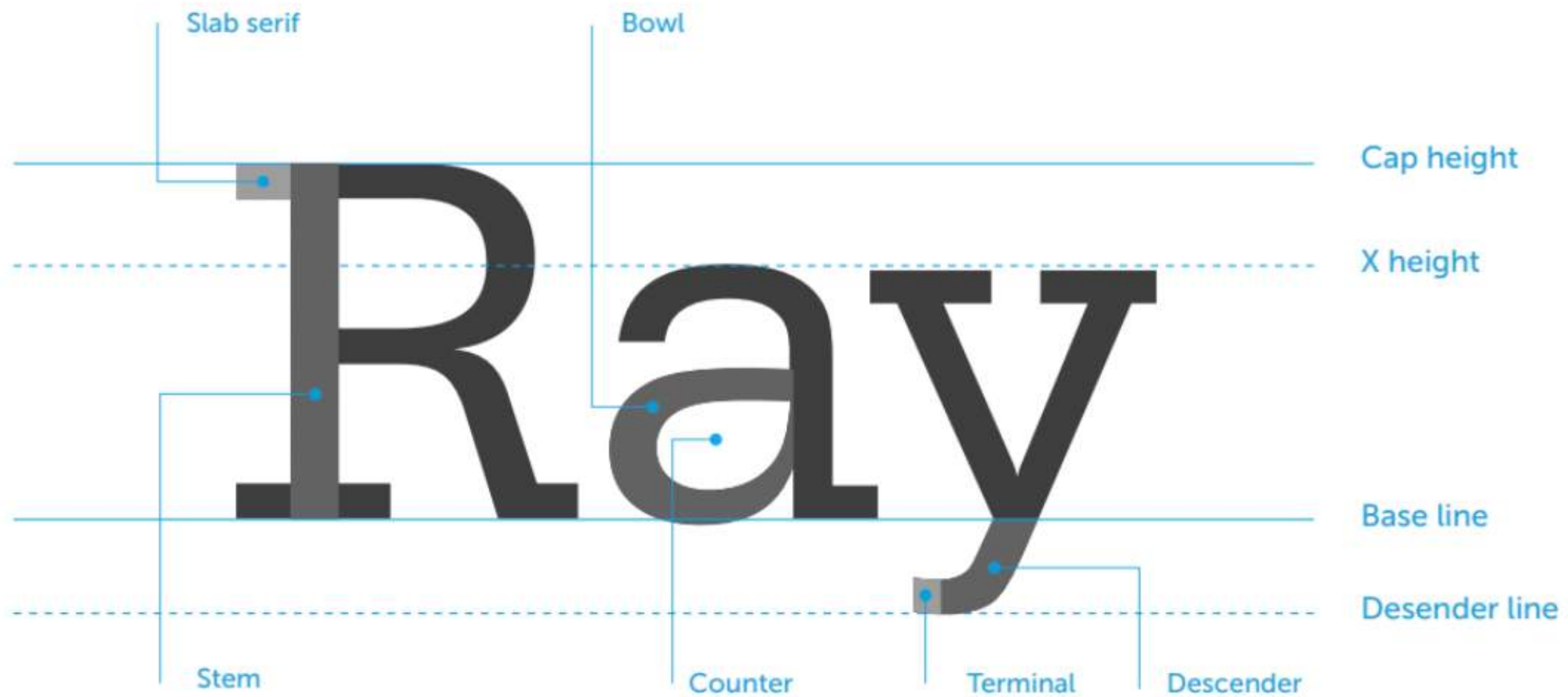
Geometric forms



Organic forms



# 7. TYPOGRAPHY





# 7. TYPOGRAPHY



# PRINCIPLES

## **There are 7 fundamental design principles.**

We use these principles to tell a clear, engaging story, present information hierarchically (put the most important thing first and make it the most memorable), and guide our audience's eyes to see what we want them to see.

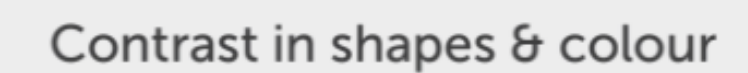
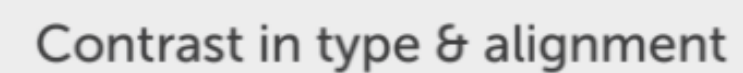
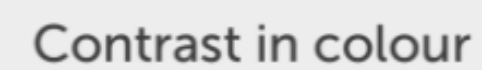
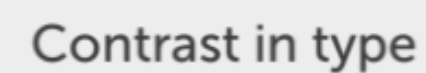
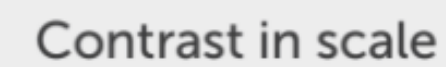
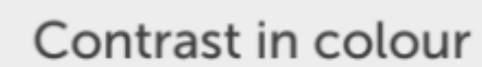


# **1. CONTRAST**

**Extreme opposites,  
close together**

# 1. CONTRAST

- Adds interest and drama
- Use it to guide your audience's eye
- Examples: black and white, geometric and organic shapes, very big items and very small items
- Practical usage: If there is a specific statistic to which you want to draw the audience's eyes, make it contrast visually from the other numbers (zoom in on it and/or change the color and/or make a box around it for emphasis).





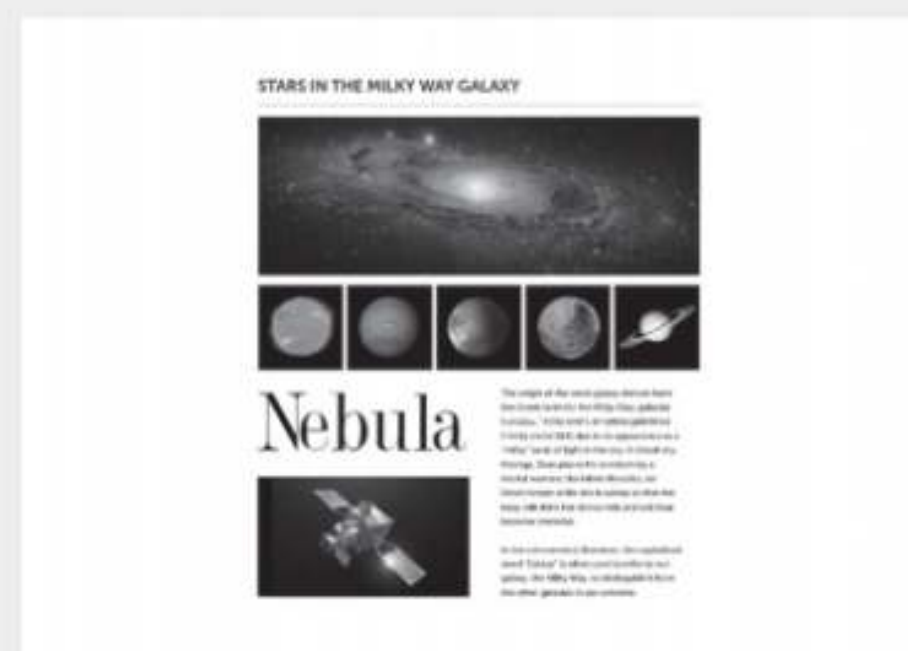
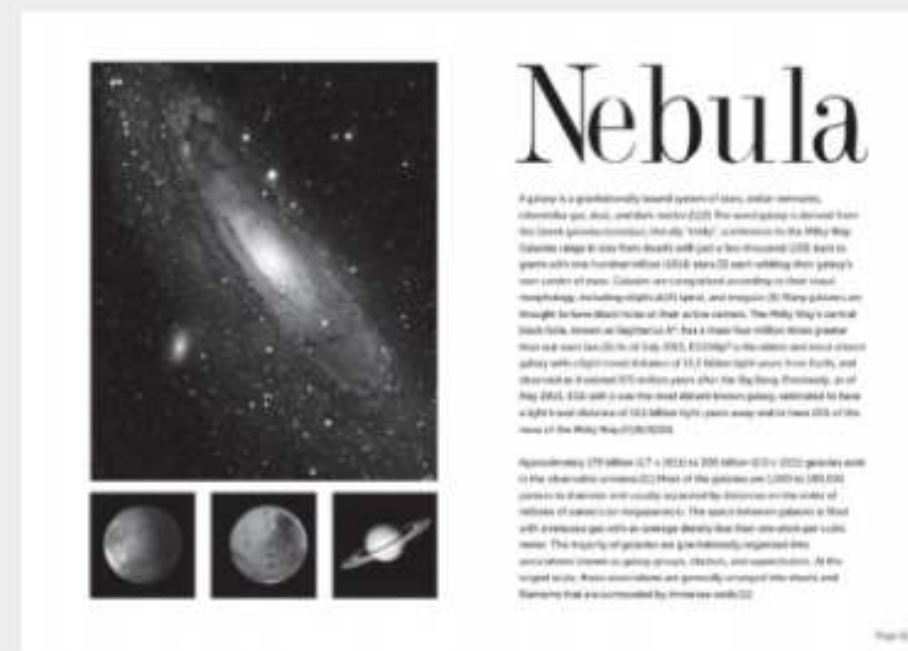
## **2. BALANCE**

**Purposeful symmetry  
or asymmetry**

## 2. BALANCE

- Symmetrical balance conveys professionalism, order, stability, and organization.
- Asymmetrical balance is casual, informal, and can create a sense of tension that engages viewers.
- One isn't right or wrong—just make sure you're using the one that conveys what you want to convey.
- Practical usage: You want to subtly convey professionalism and expertise to a client who isn't sure if they can trust us. Use symmetrical design and make the elements on the left side equal in size/weight to the elements on the right side.

### Symmetrical balance (formal)



### Asymmetrical balance (informal)



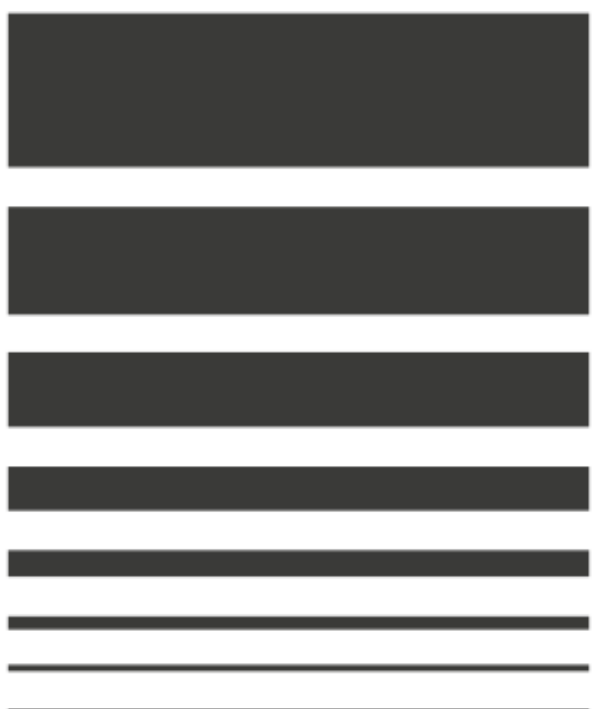


# **3. HIERARCHY**

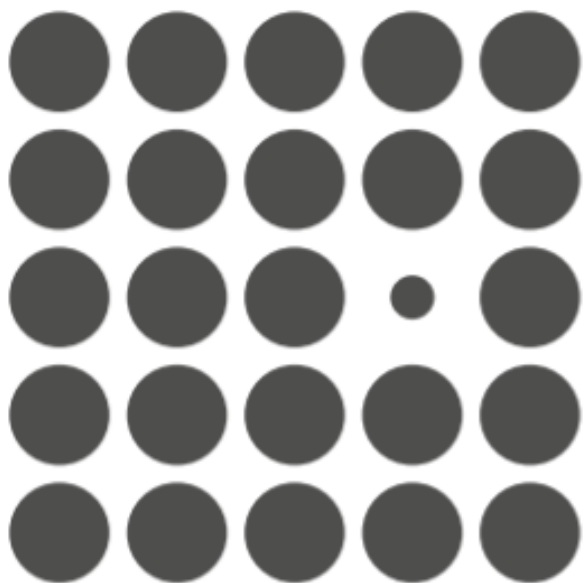
**Ordering elements  
by importance**

# 3. HIERARCHY

- Adds structure, organization, direction, and emphasis
- Typically created using contrast—elements with the highest contrast are noticed first
- Used effectively, hierarchy can make a complex message simple.
- Practical usage: Make what you want your audience to see first and remember the biggest, darkest, and place it in the front. Use contrast to make it stand out.



Hierarchy in scale



Hierarchy in scale



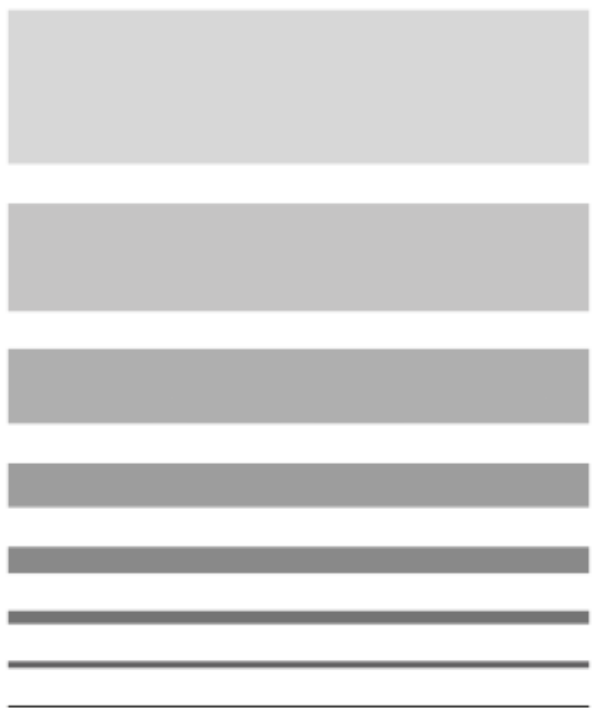
Hierarchy in colour



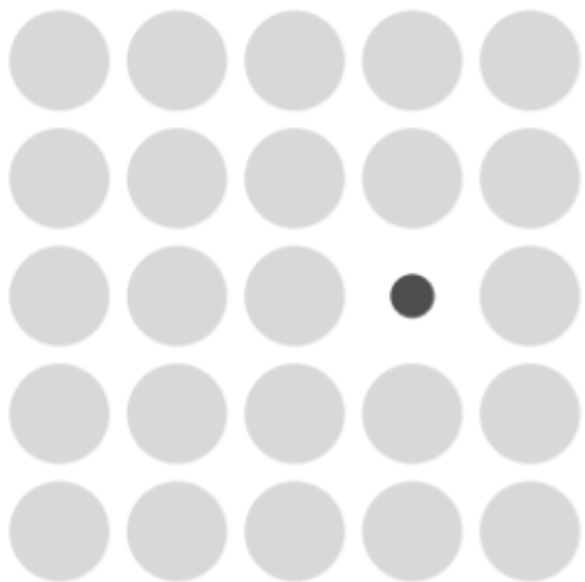
Hierarchy in space



Hierarchy in perspective



Hierarchy in colour



Hierarchy in colour



Hierarchy in space

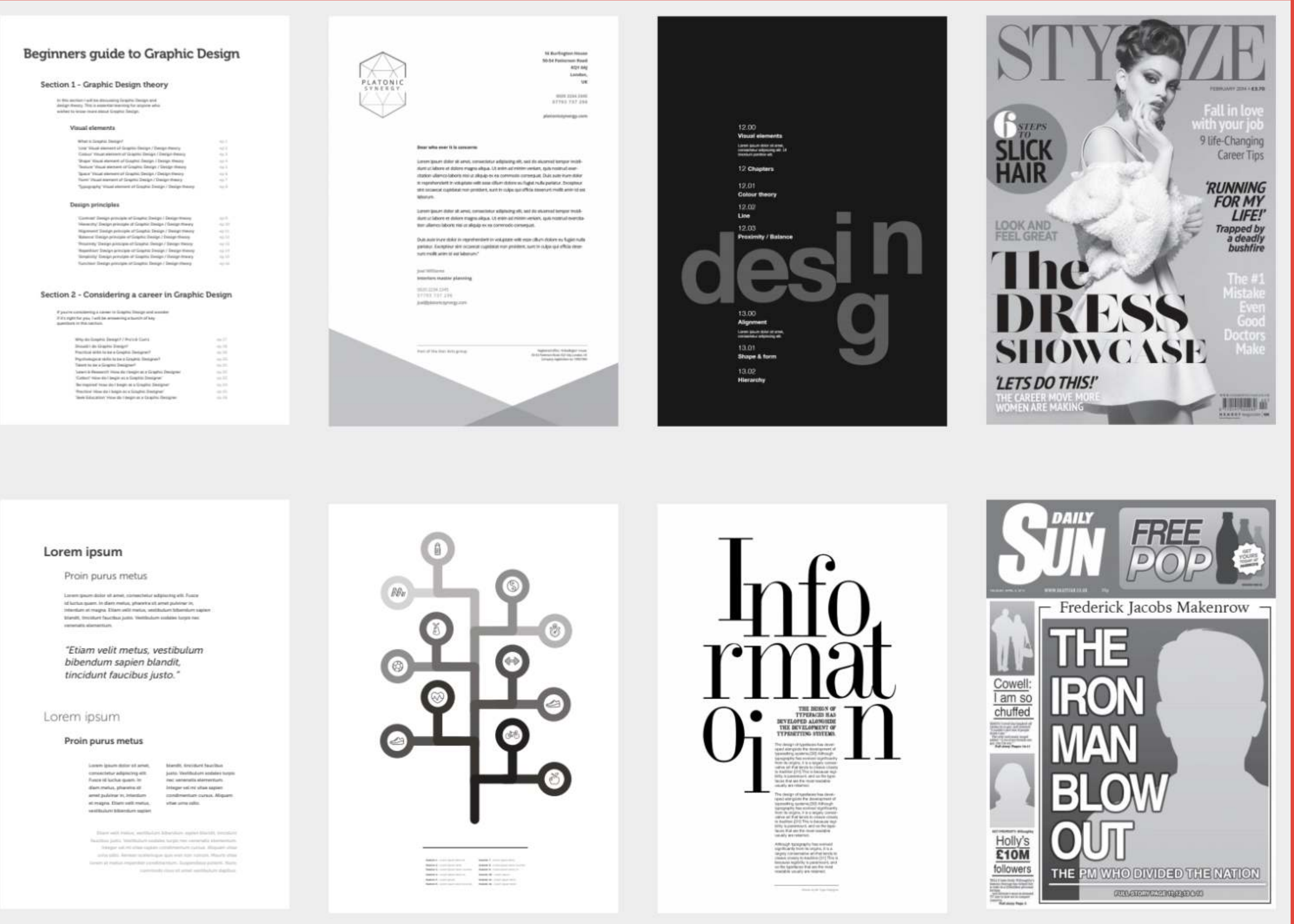


Hierarchy in depth



Hierarchy in perspective





# **4. ALIGNMENT**

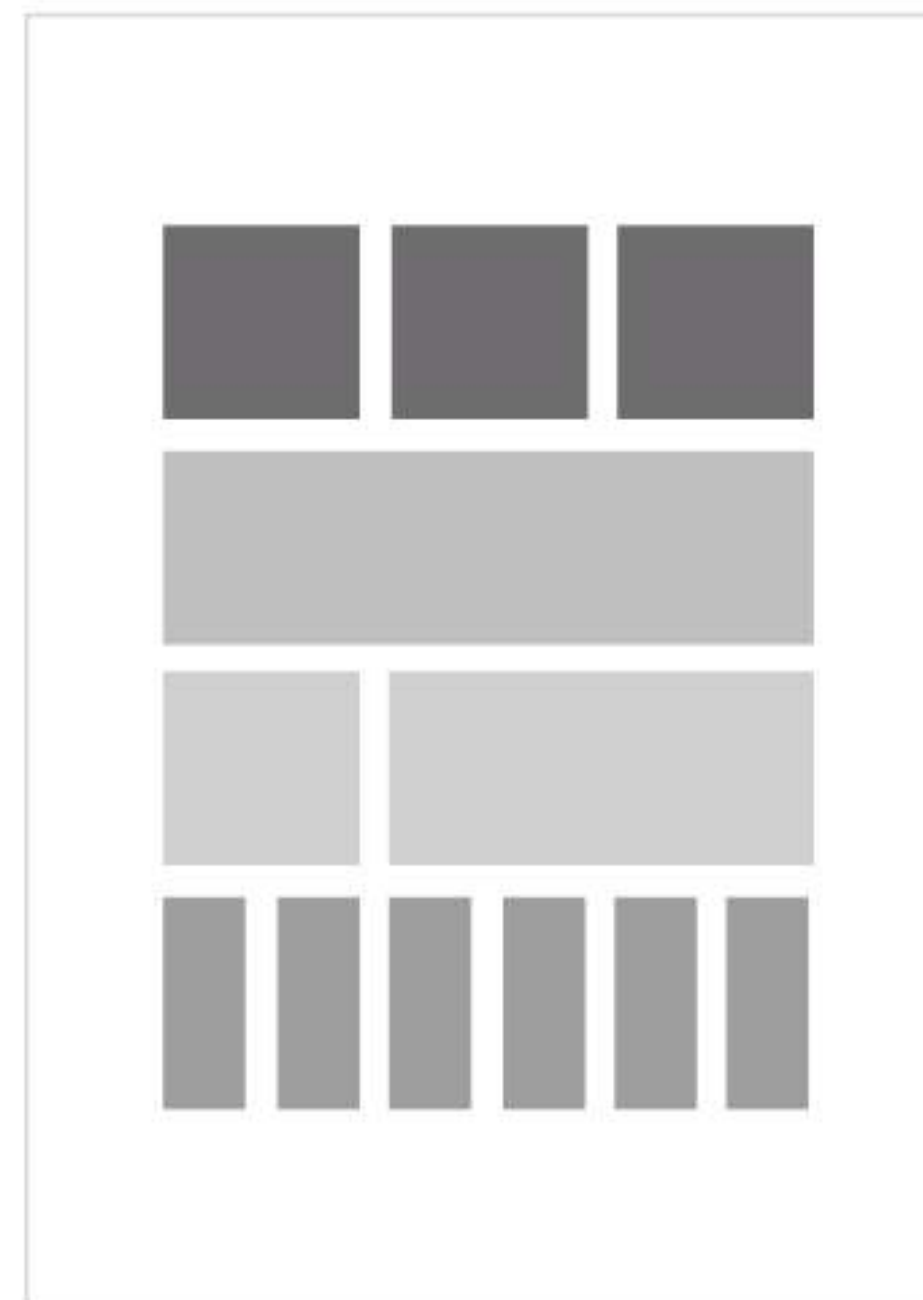
**Placement of elements  
so they line up**

# 4. ALIGNMENT

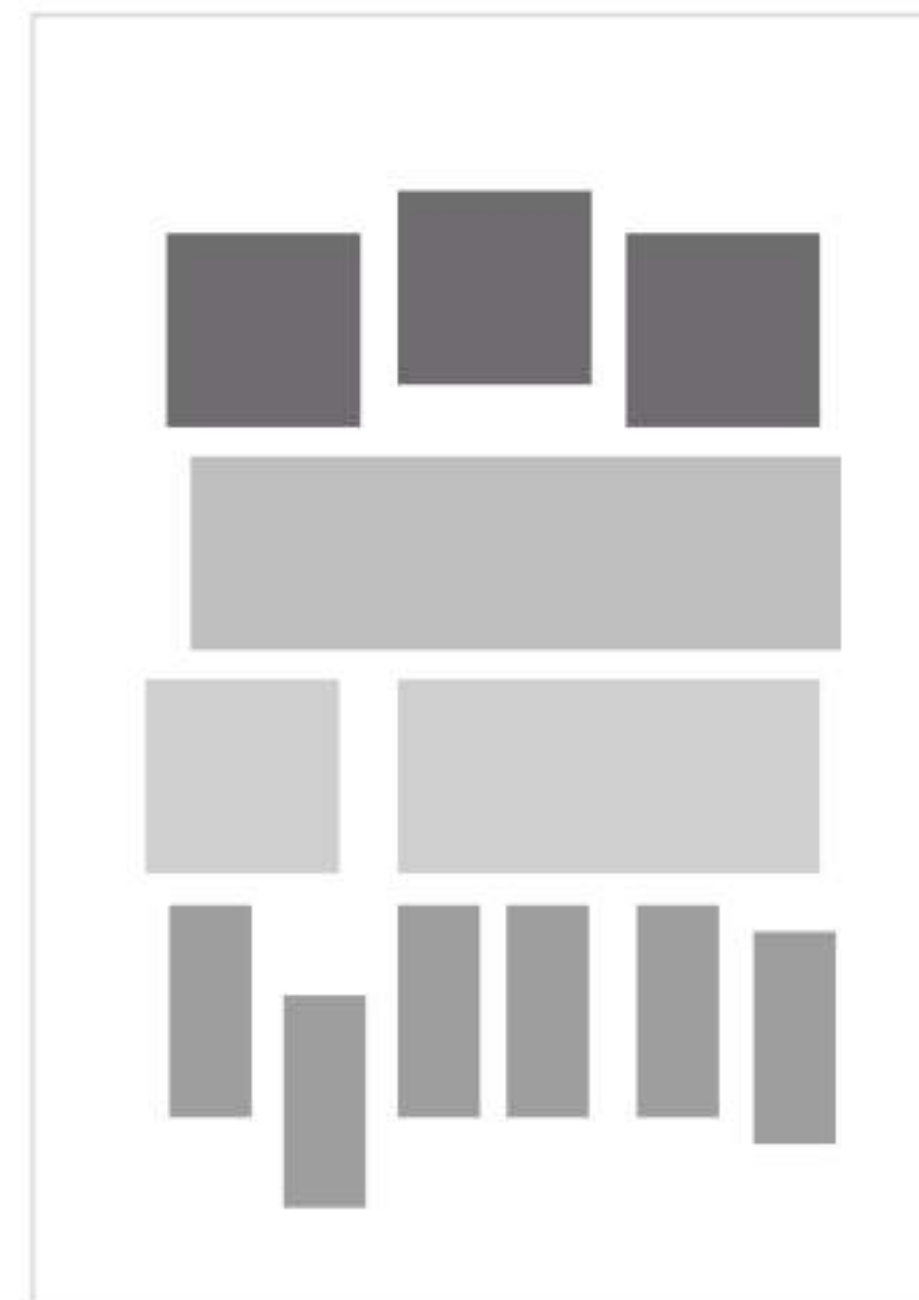
- Use to organize and create connections between or group elements
- Adds balance and structure
- Good alignment conveys clarity, confidence, and trustworthiness. We align things so they don't look random and thoughtless—when things are lined up, they look like they were placed (and considered) thoughtfully.
- Practical usage: Use a grid to line up all elements.



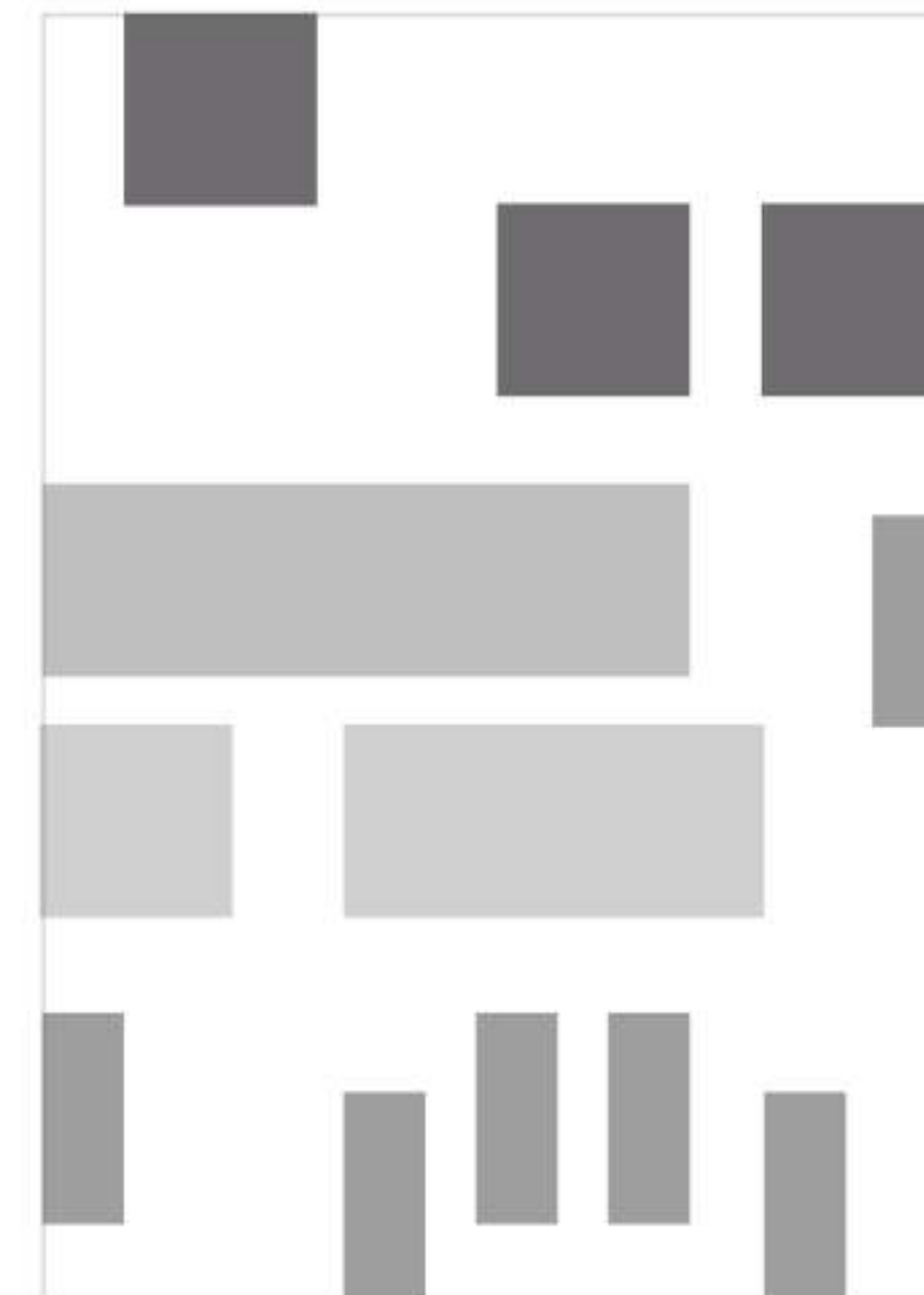
## Edge & centre alignment



Good alignment

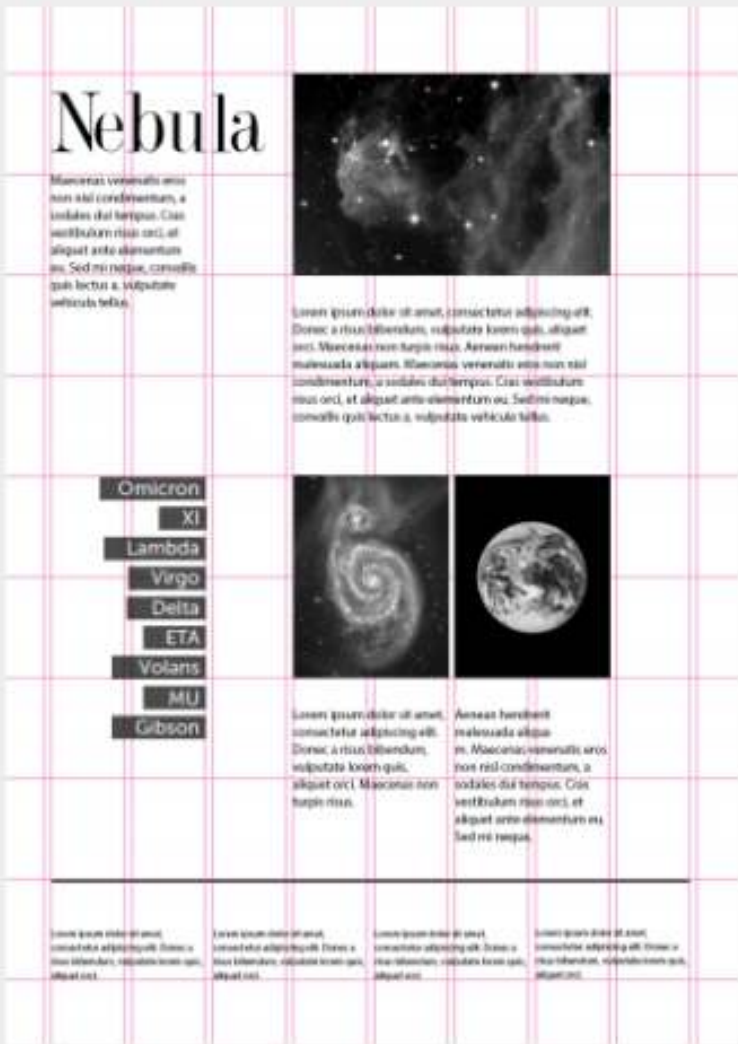
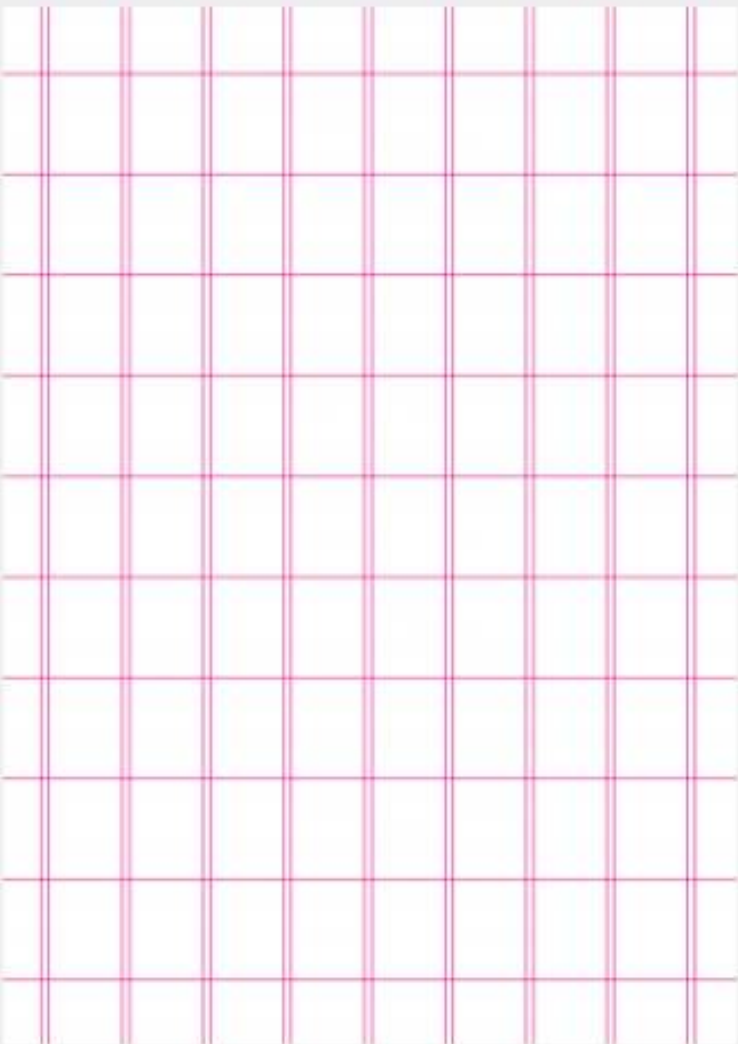
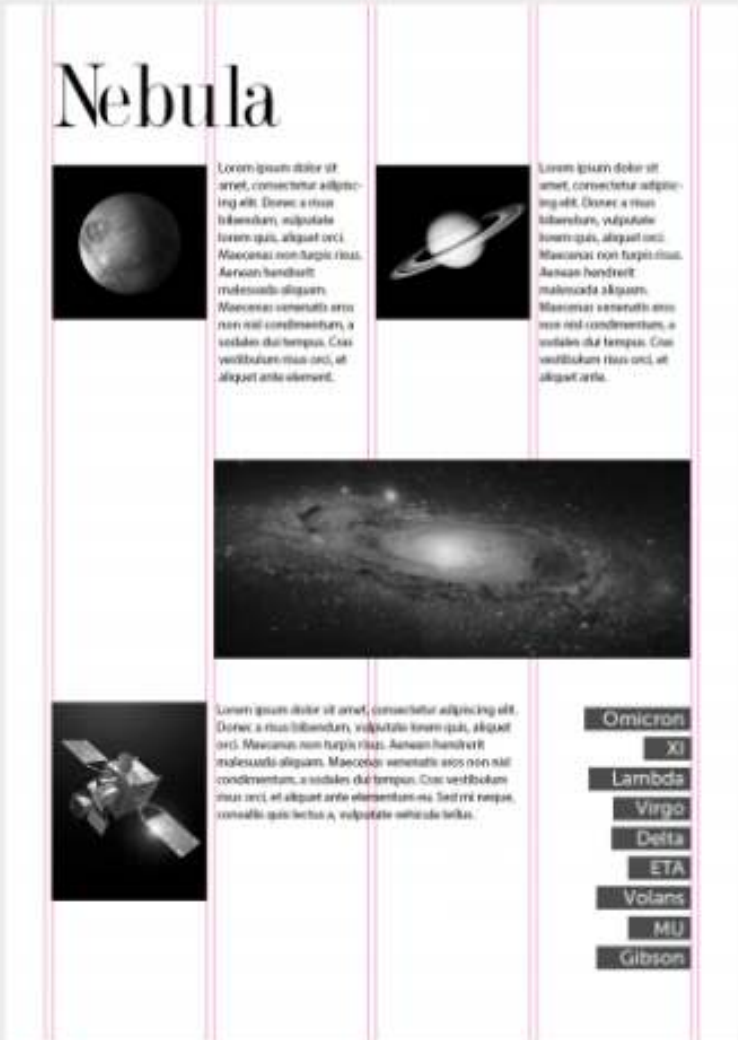
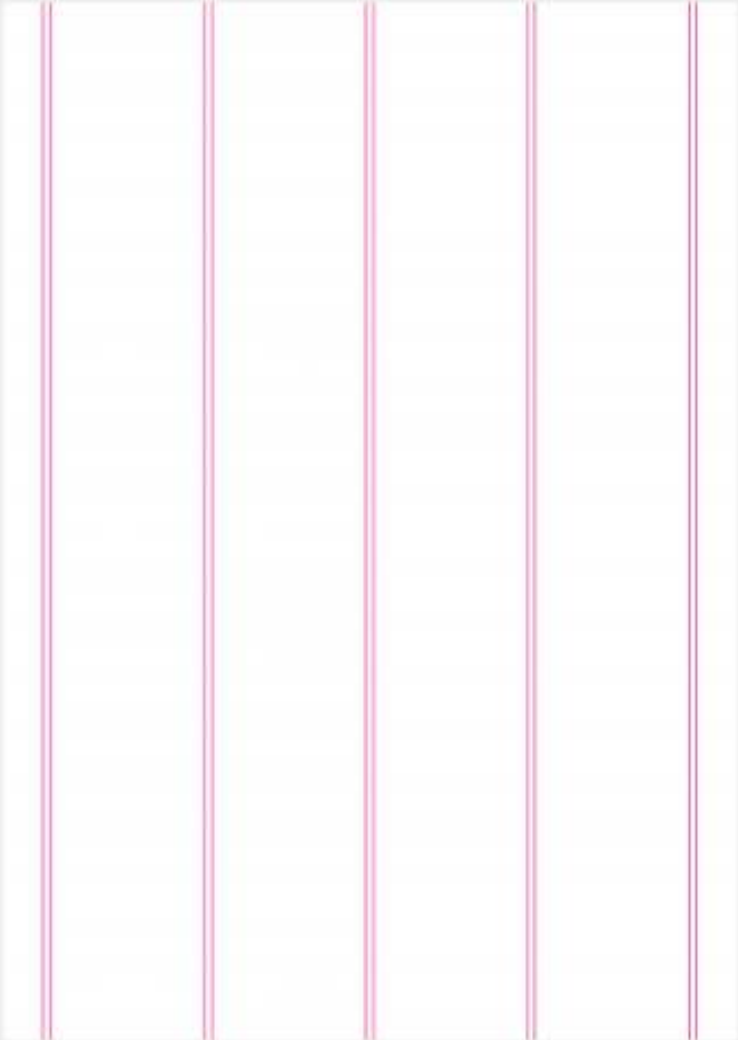


Poor alignment

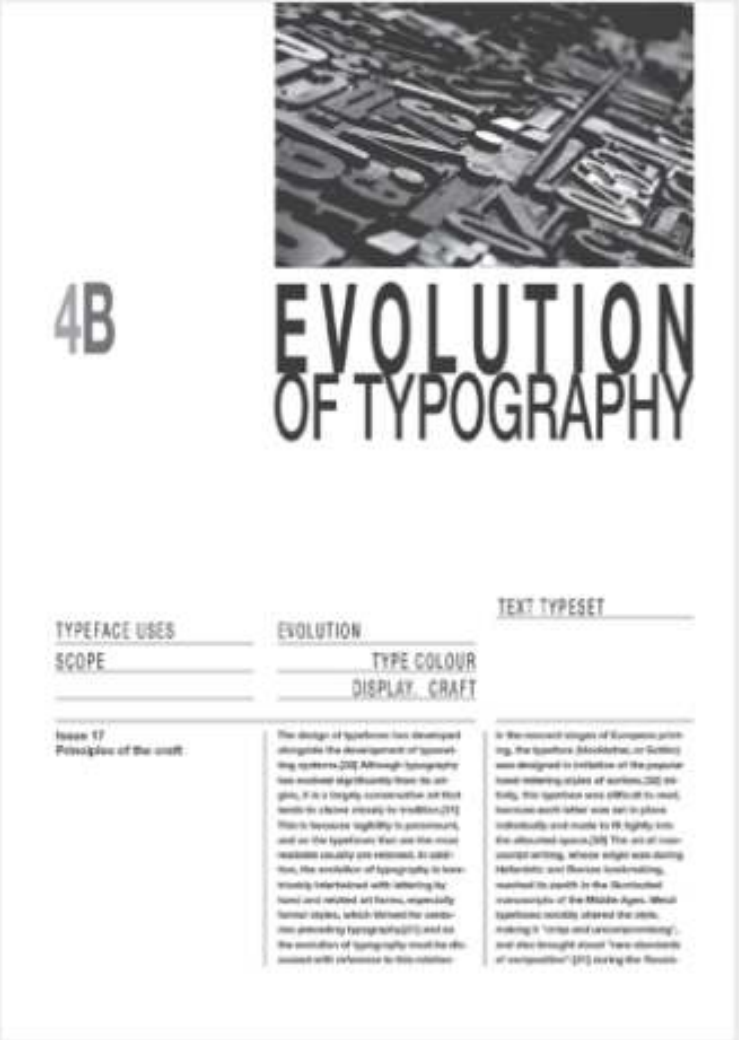


Mixed alignment

Alignment to a grid



Approaches of alignment in design



# 4. ALIGNMENT

**Note:** Remember that when presenting/printing/etc., text boxes are invisible. Line elements up to the edges of the typography, not to the box. Sometimes the edge of the typography and the box are already in alignment, but sometimes they aren't.



ViewZoomAdd SlidePlayTableChartTextShapeMediaCommentCollaborateFormatAnimateDocument

01002003004005006007008009001000110012001300140015001600170018001900

1000

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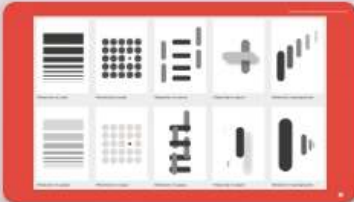
4. ALIGNMENT

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31

3. HIERARCHY

- Adds structure, organization, direction, and emphasis
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- Practical usage: Make what you want your audience to see first and remember the biggest, darkest, and place it in the front. Use contrast to make it stand out.



4. ALIGNMENT

Placement of elements so they line up



4. ALIGNMENT

Note: Remember that when presenting/printing/etc., text boxes are invisible. Line elements up to the edges of the typography, not to the box. Sometimes the edge of the typography and the box are already in alignment, but sometimes they aren't.

2. CONTRAST

Extreme opposites, close together

2. CONTRAST

- Adds interest and drama
- Use it to guide your audience's eye
- Examples: black and white, geometric and organic shapes, very big items and very small items

3. CONTRAST

Extreme opposites, close together

3. CONTRAST

☆📌🔊📺📱📧

📺📱📧📱

Design principle of Design Ep12/45...  
Studio ✓  
6 years ago

Design principle of Design Ep9/45...  
Studio ✓  
6 years ago

Guide to Graphic Episode FREE Series  
Studio

Studying and i need focus || 3 hour lofi hi...  
2 months ago

David Studio

Graphic Design:

# **5. PROXIMITY**

**The grouping and shaping  
of elements in a composition**

# 5. PROXIMITY

- Implies relationships between elements or a lack thereof
- Use to create connections, organization, and relevance
- Practical usage: You have 5 examples. Three are similar/show a trend, and two are outliers. Place the three next to each other and size them the same. Place the outliers apart from the others to show they are outliers. Make them smaller than the others if you want to lessen their importance and larger than the others if you want to emphasize their importance.



Layout example 1

Page 11



Author name



Planet picture



Galaxy picture

Header title

Sub title

“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam varius eleifend mi, eget sagittis nulla vehicula eget. Mauris at varius quam, ac blandit est. Donec quis facilisis ex. Proin euismod justo eget ex pretium vestibulum. Donec dapibus est velit, in auctor magna eleifend quis. Cras lacinia vitae ligula ac maximus. Fusce ut volutpat erat. Vestibulum aliquet eu augue at vulputate.

In lectus elit, iaculis ut lacus eu, dignissim pharetra tortor. Cras dapibus diam sit amet dui fermentum, eu faucibus sapien pellentesque. Nulla vel sagittis enim. Ut vel ipsum arcu.

Adequate relationships are established in this layout. Elements are in close proximity in a comprehensive order.

Layout example 2

Galaxy picture



Planet picture



Header title

Sub title

“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam varius eleifend mi, eget sagittis nulla vehicula eget. Mauris at varius quam, ac blandit est. Donec quis facilisis ex. Proin euismod justo eget ex pretium vestibulum. Donec dapibus est velit, in auctor magna eleifend quis. Cras lacinia vitae ligula ac maximus. Fusce ut volutpat erat. Vestibulum aliquet eu augue at vulputate.

In lectus elit, iaculis ut lacus eu, dignissim pharetra tortor. Cras dapibus diam sit amet dui fermentum, eu faucibus sapien pellentesque. Nulla vel sagittis enim. Ut vel ipsum arcu.



Author name

Page 11

Clear relationships are established in this layout. Elements are in close proximity in a clear order.

Layout example 3

Galaxy picture

Planet picture

Author name

Sub title

Header title

Page 11





“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam varius eleifend mi, eget sagittis nulla vehicula eget. Mauris at varius quam, ac blandit est. Donec quis facilisis ex. Proin euismod justo eget ex pretium vestibulum. Donec dapibus est velit, in auctor magna eleifend quis. Cras lacinia vitae ligula ac maximus. Fusce ut volutpat erat. Vestibulum aliquet eu augue at vulputate.

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Page 11

Elements are in close proximity but in no particular order creating a random and confusing layout.

Layout example 4

Page 11

Planet picture



“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam varius eleifend mi, eget sagittis nulla vehicula eget. Mauris at varius quam, ac blandit est. Donec quis facilisis ex. Proin euismod justo eget ex pretium vestibulum. Donec dapibus est velit, in auctor magna eleifend quis. Cras lacinia vitae ligula ac maximus. Fusce ut volutpat erat. Vestibulum aliquet eu augue at vulputate.

In lectus elit, iaculis ut lacus eu, dignissim pharetra tortor. Cras dapibus diam sit amet dui fermentum, eu faucibus sapien pellentesque. Nulla vel sagittis enim. Ut vel ipsum arcu.

Author name

Header title

Sub title

Galaxy picture





Page 11

Elements are scattered in a sporadic layout. No clear relationship between element in this layout.

# 6. REPETITION

**Reusing the same or similar elements throughout a design**

# 6. REPETITION

- We use it to create a sense of unity and consistency throughout a design. It conveys thoughtfulness and formality.
- Use it to guide your audience's eye
- Examples: our brand fonts, colors, logos; font sizes throughout a presentation (all the headlines in this presentation are 100 pt. Inter Black and body text is 50 pt. Lora)
- Practical usage: You want your presentation to have a sense of unity and forethought. Create (or draw from our templates Matt made) 3 slide designs that work well with the information you're trying to convey. Use one of these designs for every slide in the deck, just with varying copy/images/chart data. (And, of course, use our brand guidelines.)



# **7. SIMPLICITY**

**Less is more**

# 7. SIMPLICITY

- Creates balance and impact
- Easier to understand, more memorable, and more likely to leave a lasting impression
- Adds a level of function, elegance, premium, and luxury to the design
- Leave white space so that elements can breathe.
- Practical usage: You notice that a slide in your deck has a lot going on. You're not sure where to look first or what is most important, and the elements seem unrelated. If there are unnecessary elements to your key message, cut them. If not, put them on a separate slide. Group related elements together and cut the excess.

# **BRAND** GUIDELINES



**HEADLINES ARE  
IN INTER BLACK  
ALL CAPS**

Body copy is in **Lora** Regular.

# BLACK

Used primarily for text and foreground graphics. Can be used for backdrops occasionally.

HEX#:  
000000

RGB:  
R: 0, G: 0, B:0

CMYK:  
C:75, M:68, Y:67, K:90

# WHITE

Default for backgrounds and can be used as text over images or colors.

HEX#:  
ffffff

RGB:  
R: 255, G: 255, B:255

CMYK:  
C:0, M:0, Y:0, K:0

# RED RIVER

Accent and highlight color. Use as a base color sparingly.

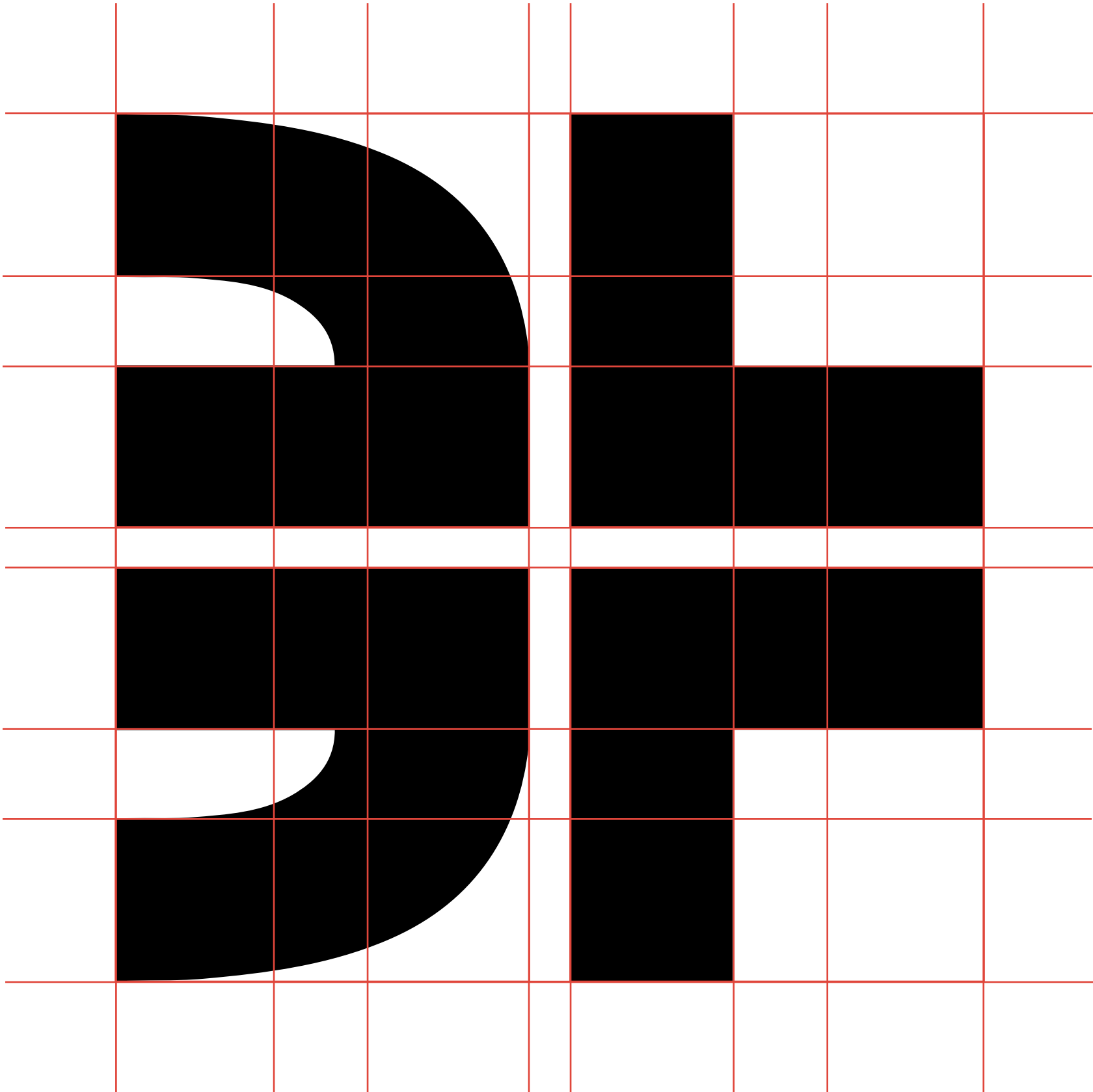
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RGB:  
R: 225, G: 70, B:60

CMYK:  
C:6, M:88, Y:83, K:0

PMS:  
172 C

UPDATED **ICON**



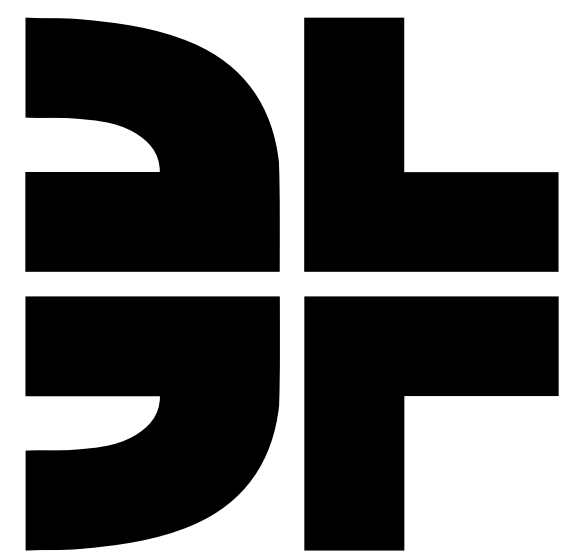
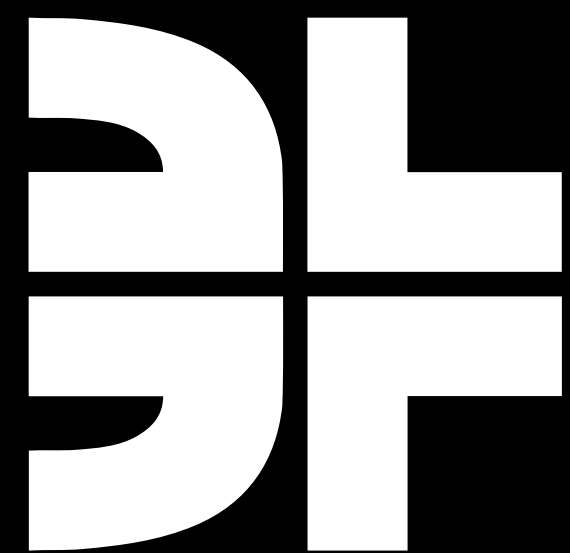


**UPDATED** **ICON**



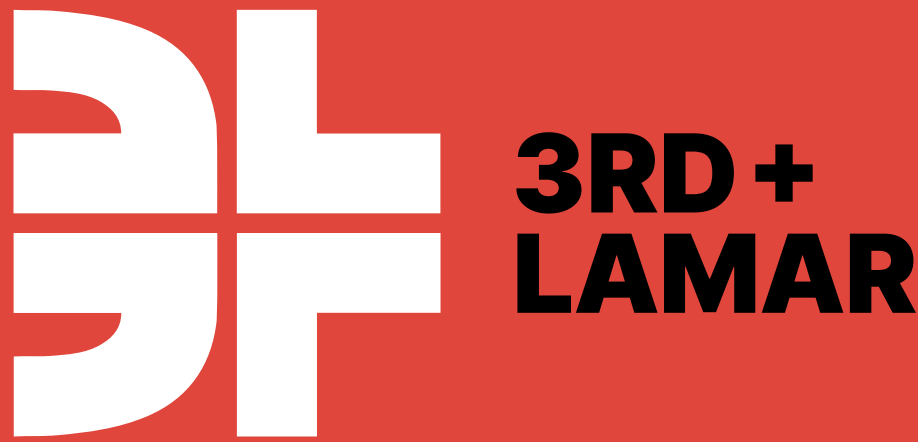
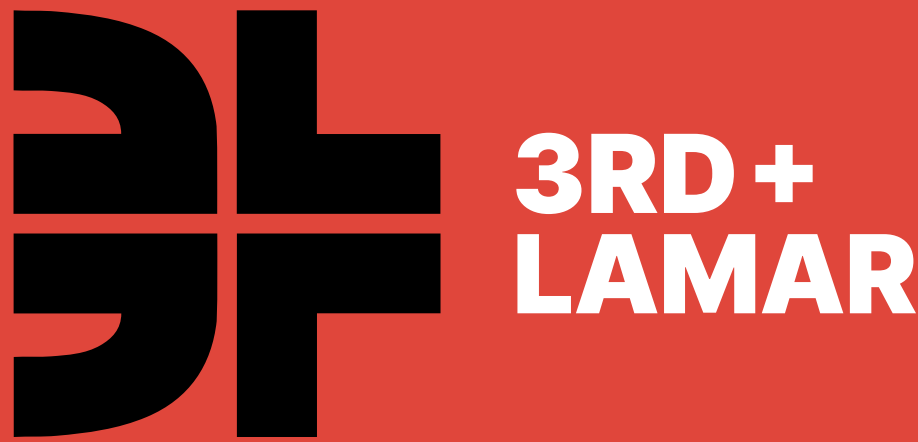
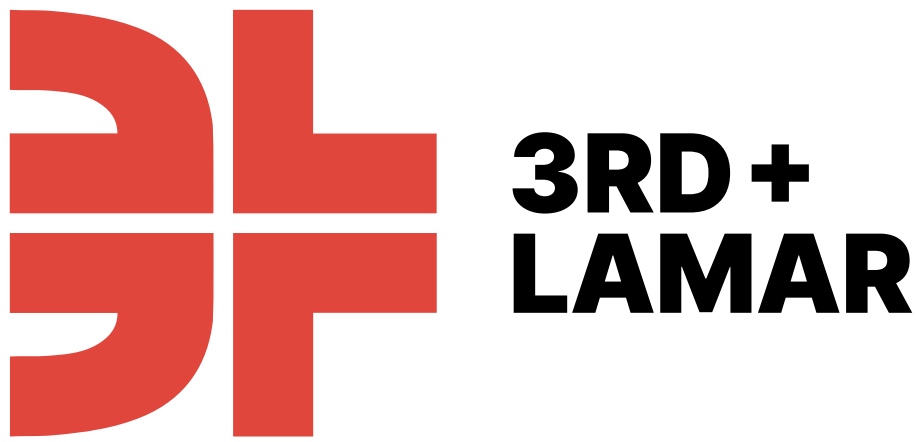
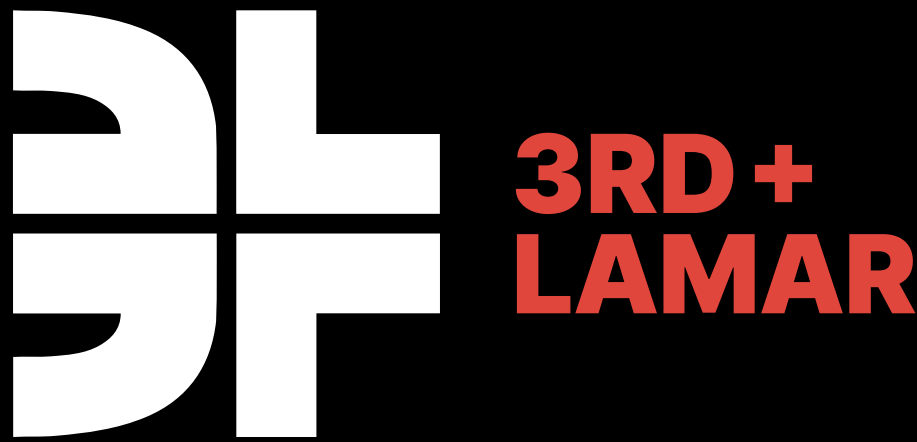
# ICON

Used for socials, watermarks and small signatures.



# FULL LOGO HORIZONTAL

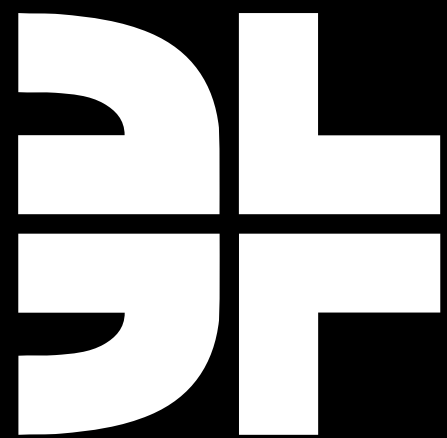
Used as a default across executions.





# FULL LOGO STACKED

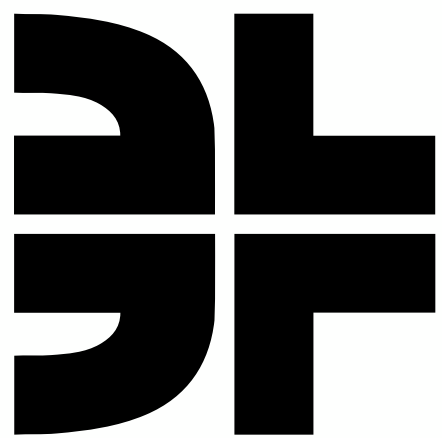
Used for more vertical compositions.



**3RD +  
LAMAR**



**3RD +  
LAMAR**



**3RD +  
LAMAR**



**3RD +  
LAMAR**



**3RD +  
LAMAR**



**3RD +  
LAMAR**

# TEXT-ONLY LOGO

Used as an alternate for the full logo.

**3RD +  
LAMAR**

**3RD +  
LAMAR**

**3RD +  
LAMAR**

**3RD +  
LAMAR**

**3RD +  
LAMAR**

**3RD +  
LAMAR**

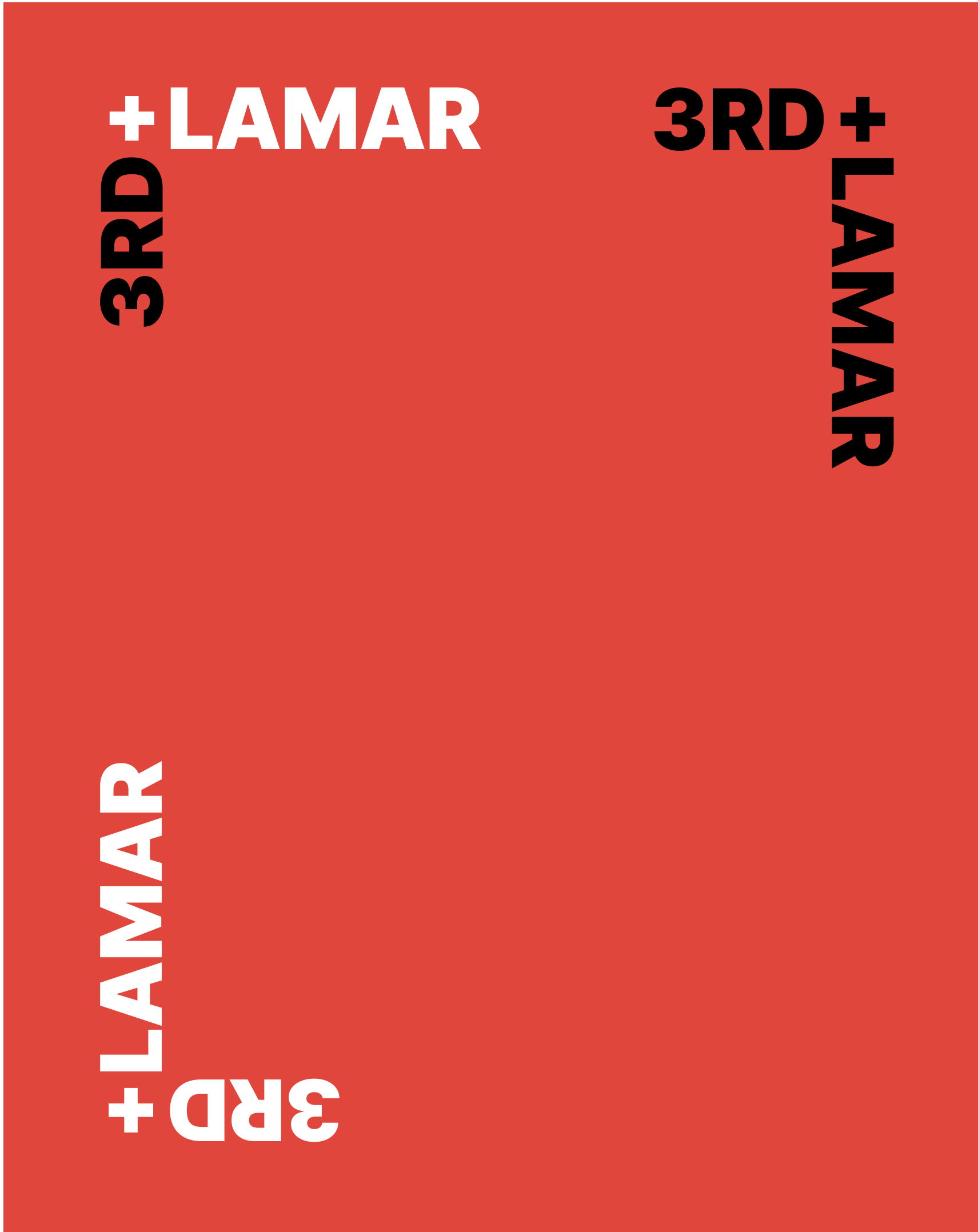
**3RD +  
LAMAR**

**3RD +  
LAMAR**

**3RD +  
LAMAR**

# TEXT-ONLY LOGO ALT

Used as a stylized alternate for the full logo — best for corners and framing. Can be rotated at 90 degree angles.



# LOGO OVERVIEW

## Icon

Used for socials, watermarks and small signatures.



## Full Logo Horizontal

Used as a default across executions.



## Full Logo Stacked

Used for more vertical compositions.



## Text-Only Logo

Used as an alternate for the full logo.



## Text-Only Logo Alt

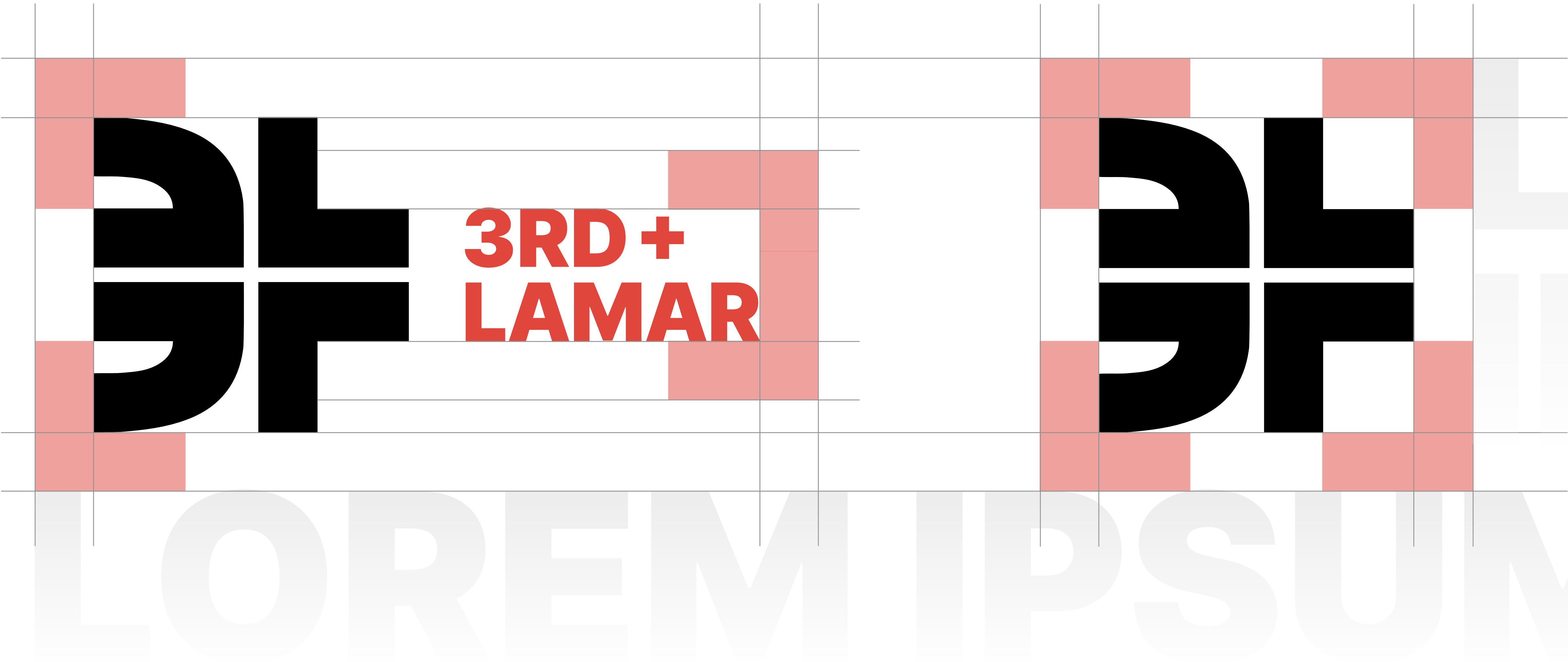
Used as a stylized alternate for the full logo – best for corners and framing. Can be rotated at 90 degree angles.





# CLEAR AREA

Keep objects and other elements clear by approximately the thickness of the icon “L”s.

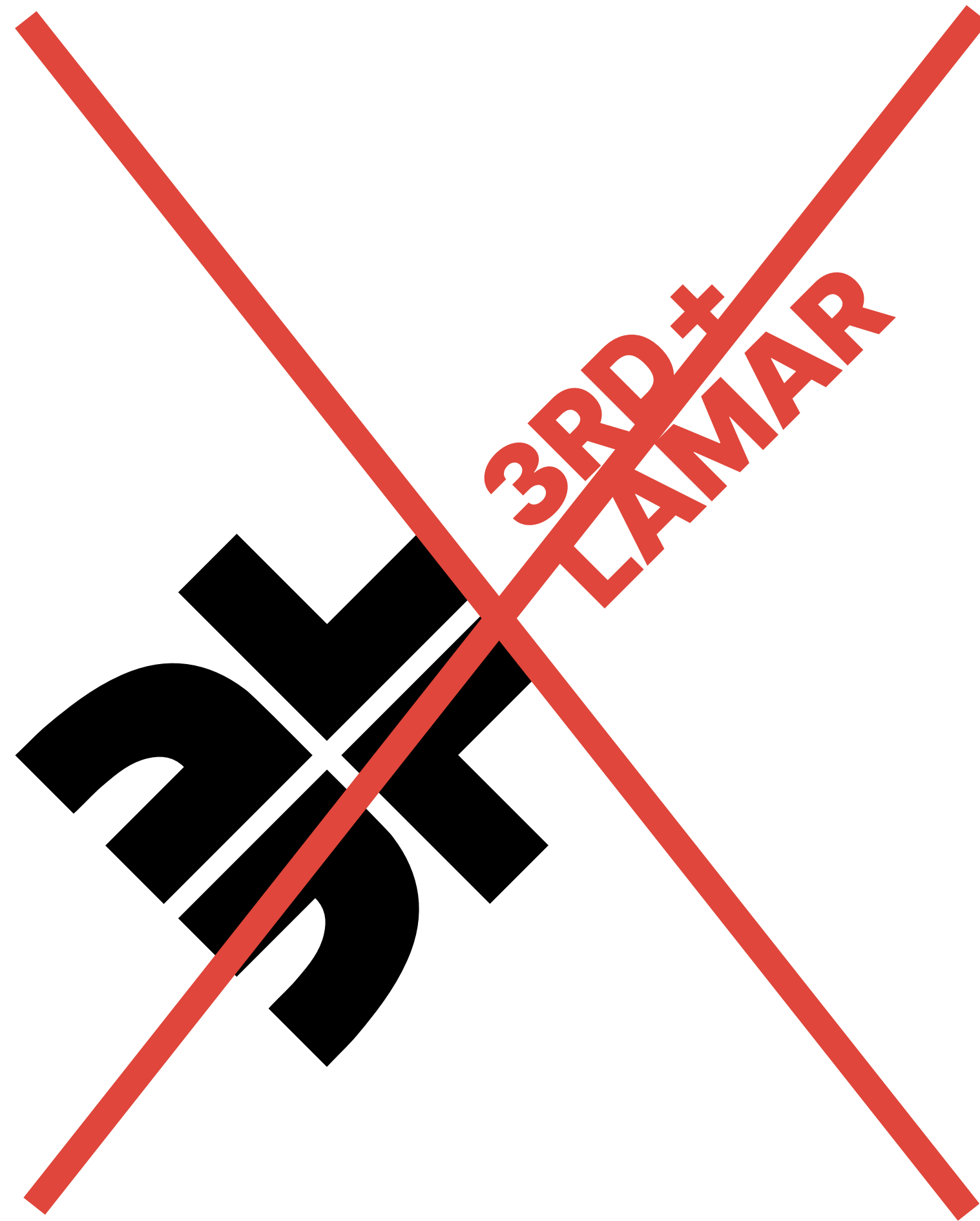


# DON'T PUT LOGOS AT AN ANGLE

**3RD+  
LAMAR**

A black rectangular background with the text "3RD+ LAMAR" in a bold, sans-serif font. The text is rotated approximately 45 degrees clockwise. Two parallel red diagonal lines cross the text from the top-left to the bottom-right.

**3RD+  
LAMAR**

A white rectangular background with the text "3RD+ LAMAR" in a bold, black, sans-serif font. The text is rotated approximately 45 degrees clockwise. Two parallel red diagonal lines cross the text from the top-left to the bottom-right.

**DON'T SOLELY HIGHLIGHT THE “+” IN RED**



**3RD~~+~~**  
**LAMAR**

# TYPE SPARINGLY\*

# CORNER

\*And keep it brief.



**~~CORNER LONG SENTENCES.~~**

**~~DON'T~~**

~~corner in the Lora font.~~

~~Don't~~



**THANK  
YOU**

**BRAND DAY | APRIL 20, 2022**