

ballistic.

BRAND STANDARDS

CONTENTS

BRAND IDENTITY	3
COLOR	6
TYPOGRAPHY	8
ICONS	12
BUSINESS CARDS	13
SOCIAL MEDIA TEMPLATES	15
BACKGROUNDS	17

ballistic.

ballistic.

LOGOTYPE



SPACING

Spacing around logo is equal to the height of the tittle.

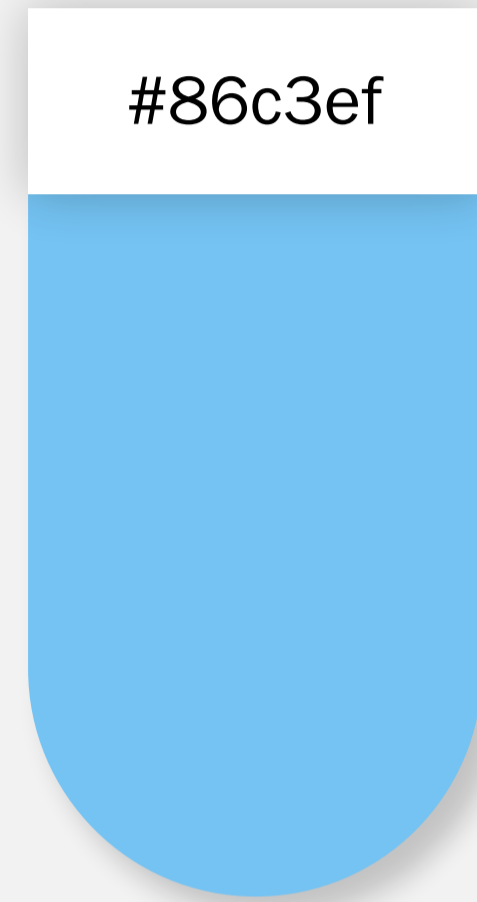
ballistic.
agency



**MORE
LOGOTYPES**

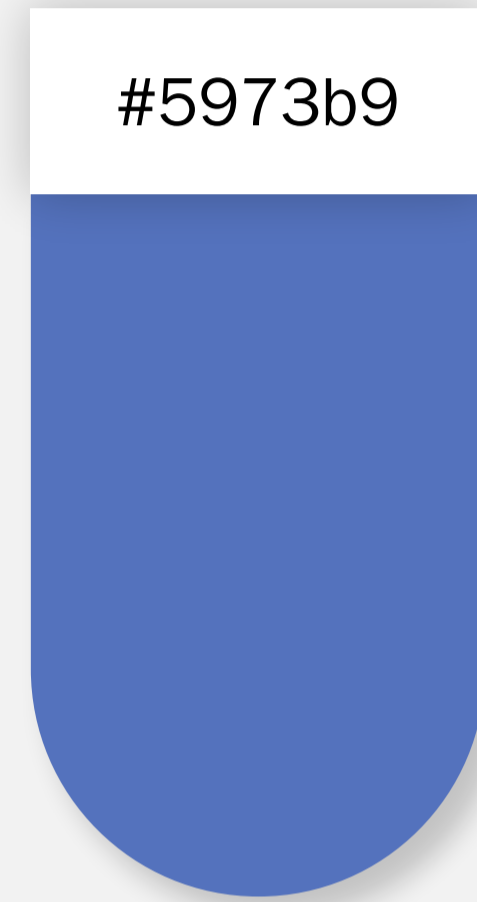
light blue

#86c3ef



periwinkle

#5973b9



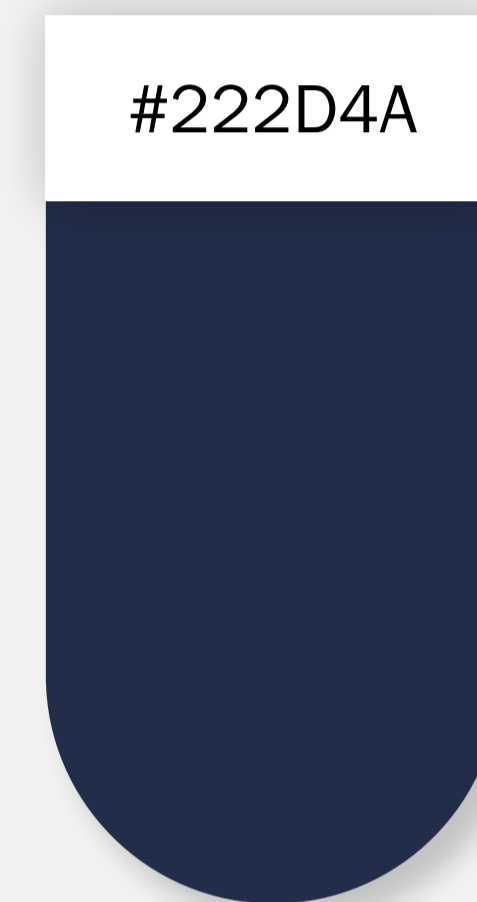
yellow

#edc26e



navy

#222D4A



black

#000000



COLORS

ballistic.

ballistic.

ballistic.
agency

ballistic.
agency



COLOR
CONTEXT

Ae

PRIMARY TYPE

Poppins Semibold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!/?&/\ +=,.;* ()**

Poppins Semibold - 12pt

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Poppins Semibold - 8pt

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TYPOGRAPHY

Ae

SECONDARY TYPE

Poppins Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!/?&/\ +=,,:;*()

Poppins Regular - 12pt

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Poppins Regular - 8pt

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TYPOGRAPHY

Ae

SECONDARY TYPE

Source Sans Pro
Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!/?&/\+=,.;*()

Source Sans Pro Regular - 12pt

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Source Sans Pro Regular - 8pt

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TYPOGRAPHY

Ae

SERIF TYPE

Georgia Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!/?&/\+=,.;*()

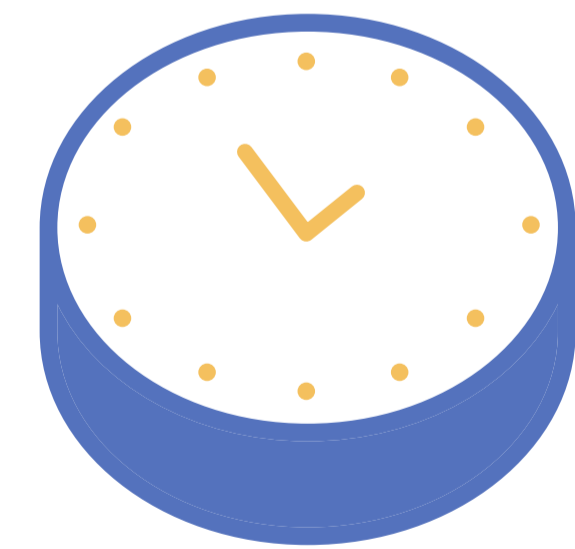
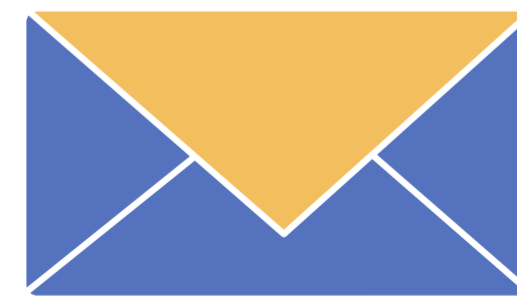
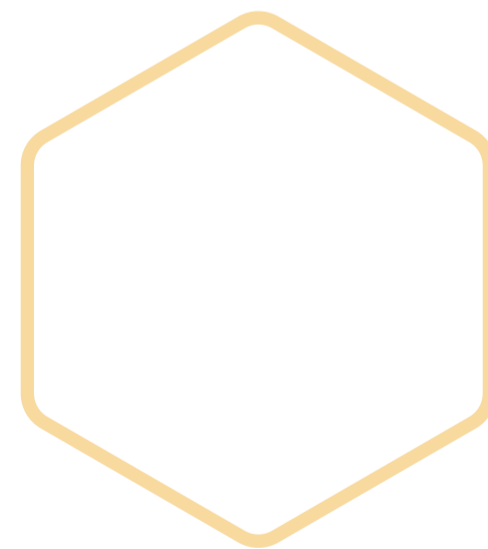
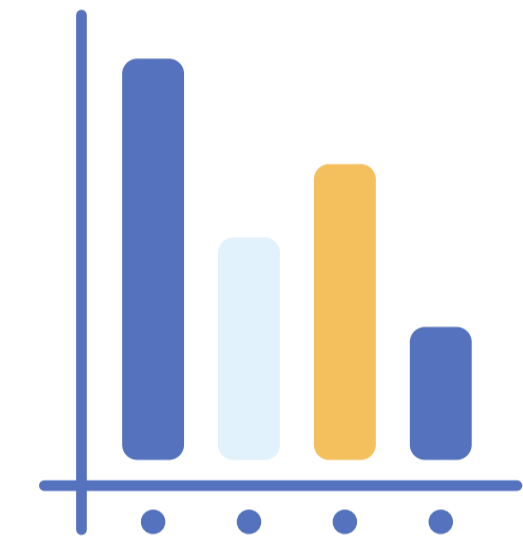
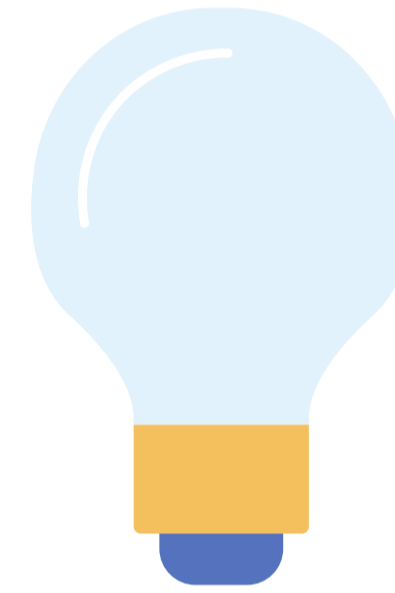
Georgia Regular - 12pt

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Georgia Regular - 8pt

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TYPOGRAPHY



ICONS

BUSINESS CARDS

Two business card color options created with Ballistic's brand standards. Designs may be altered as long as brand identity is maintained.

Jason Young
CHIEF EXECUTIVE OFFICER

jyoung@ballisticagency.com
www.ballisticagency.com
(888) 256-0692

Optimized E-Commerce



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CHIEF EXECUTIVE OFFICER

jyoung@ballisticagency.com
www.ballisticagency.com
(888) 256-0692

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SOCIAL MEDIA TEMPLATES

Examples to be used
to expand the brand
across all social
platforms.

**DO YOU
NEED AN
ECOMMERCE
AGENCY?**

ballistic

If your eCommerce website isn't working as you had hoped & you can't fix it yourself, **you need an eCommerce agency.**

ballistic

ballistic.

**WE ARE HERE
TO HELP.**

BA.

**POSITION
YOUR BRAND
FOR SUCCESS**

ballistic

ballisticagency ...

Message Follow

Ballistic Agency
Product/service
Optimized eCommerce
#optimizedecommerce
ballisticagency.com/masterminds

SEO Email Mar... Ballistic ... Lifestyle Re-platfo...

3 STEP PLAN
**FOR GROWING YOUR
ECOMMERCE BUSINESS**

TURN MORE OF YOUR SHOPPERS INTO BUYERS WITH
**CONVERSION
RATE OPTIMIZATION
(CRO)**

ballistic.

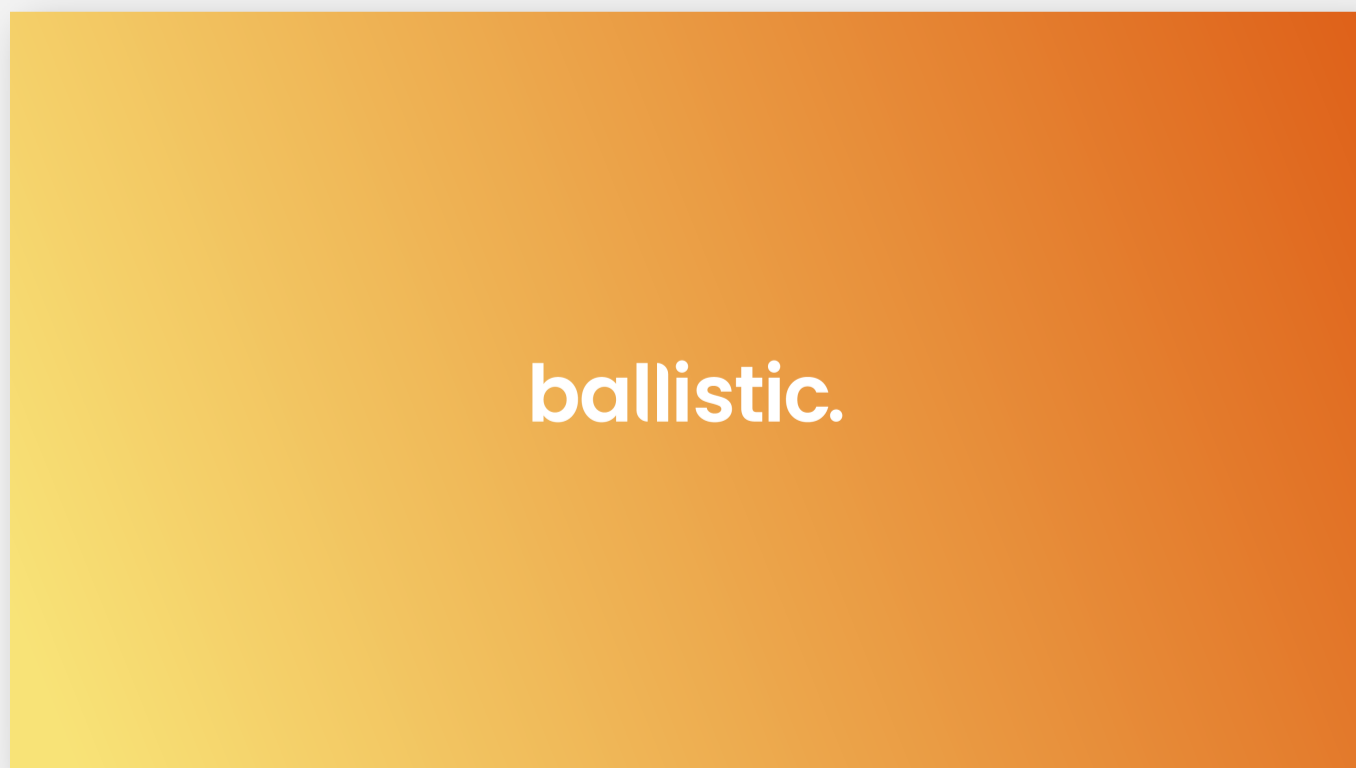
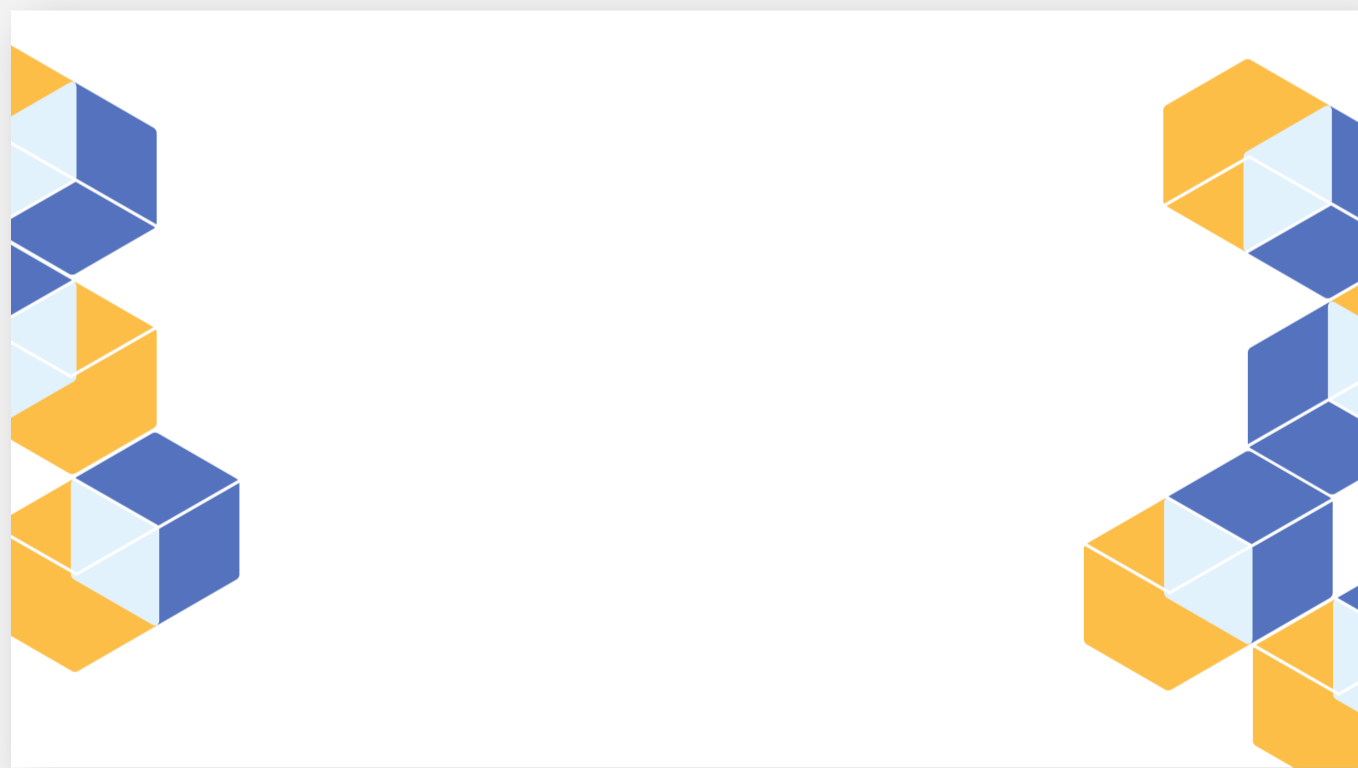
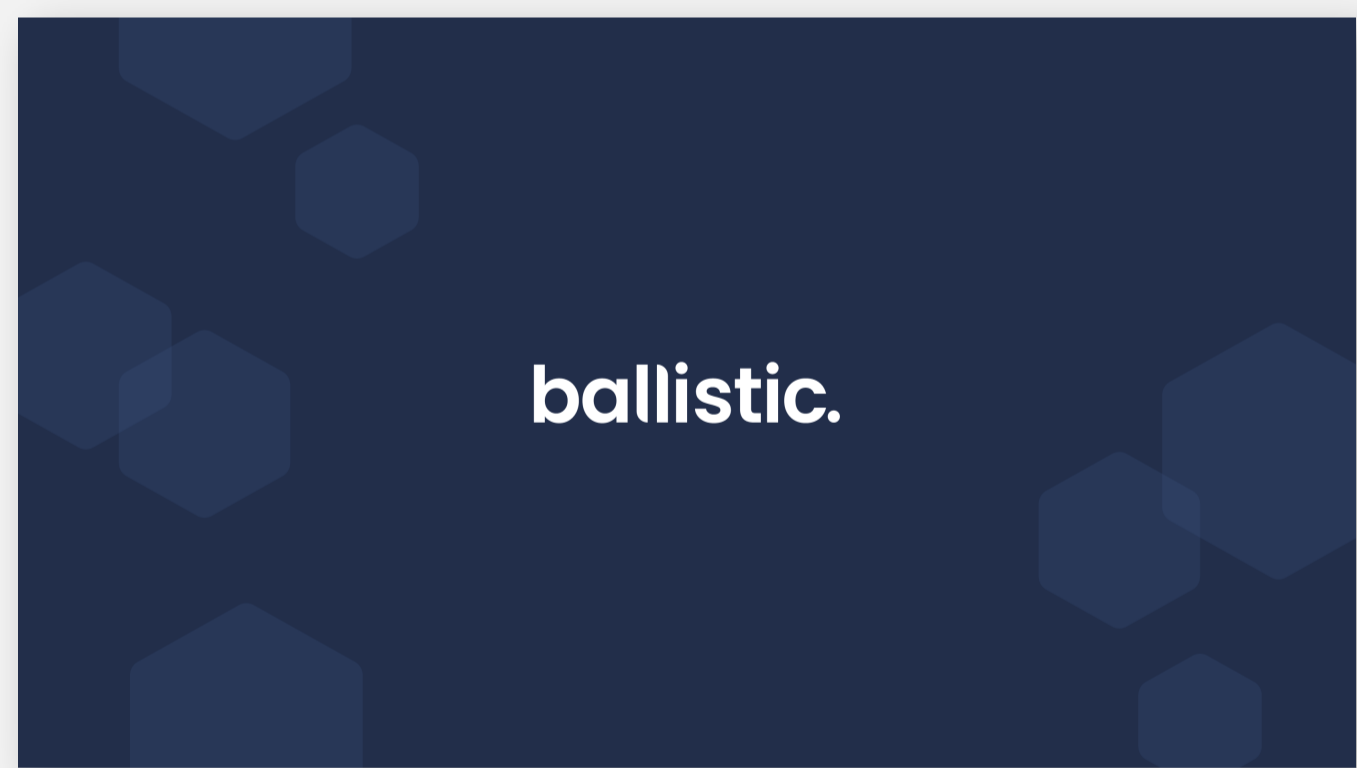
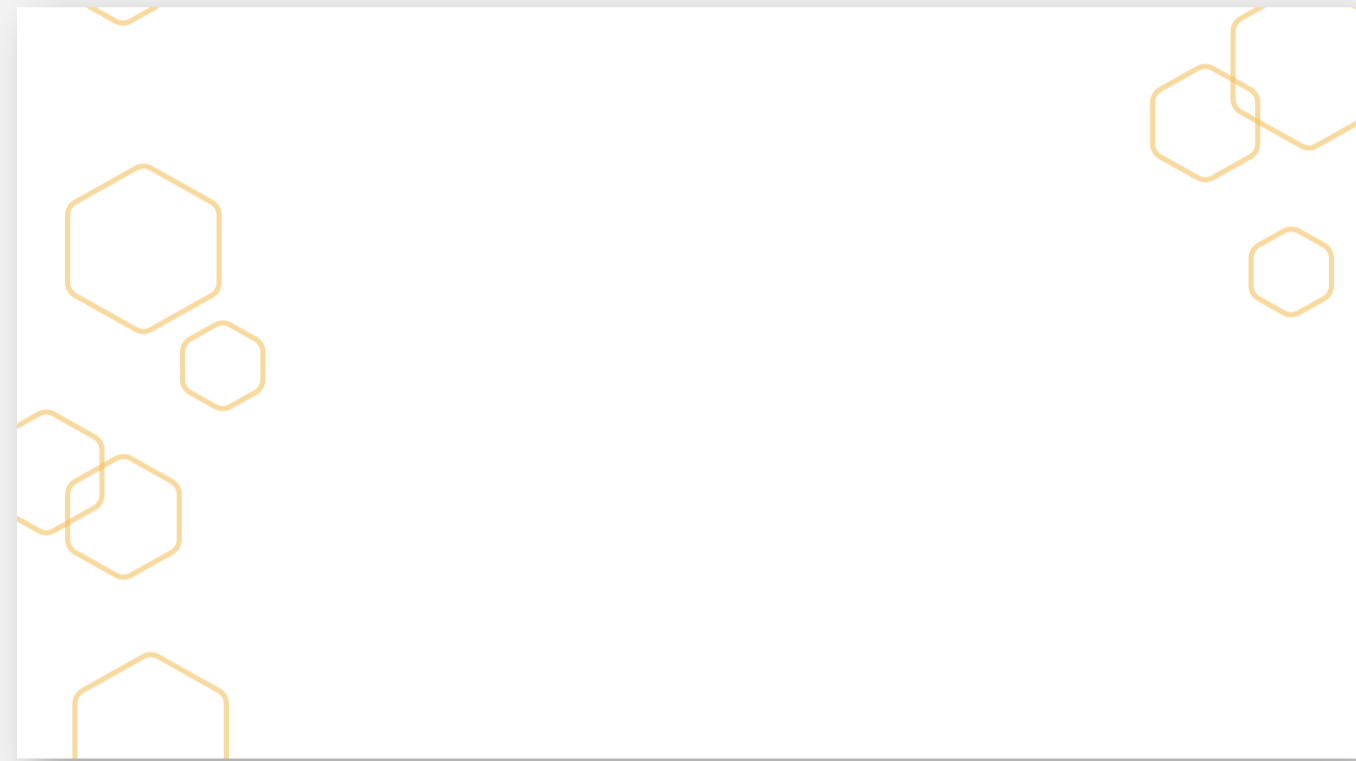
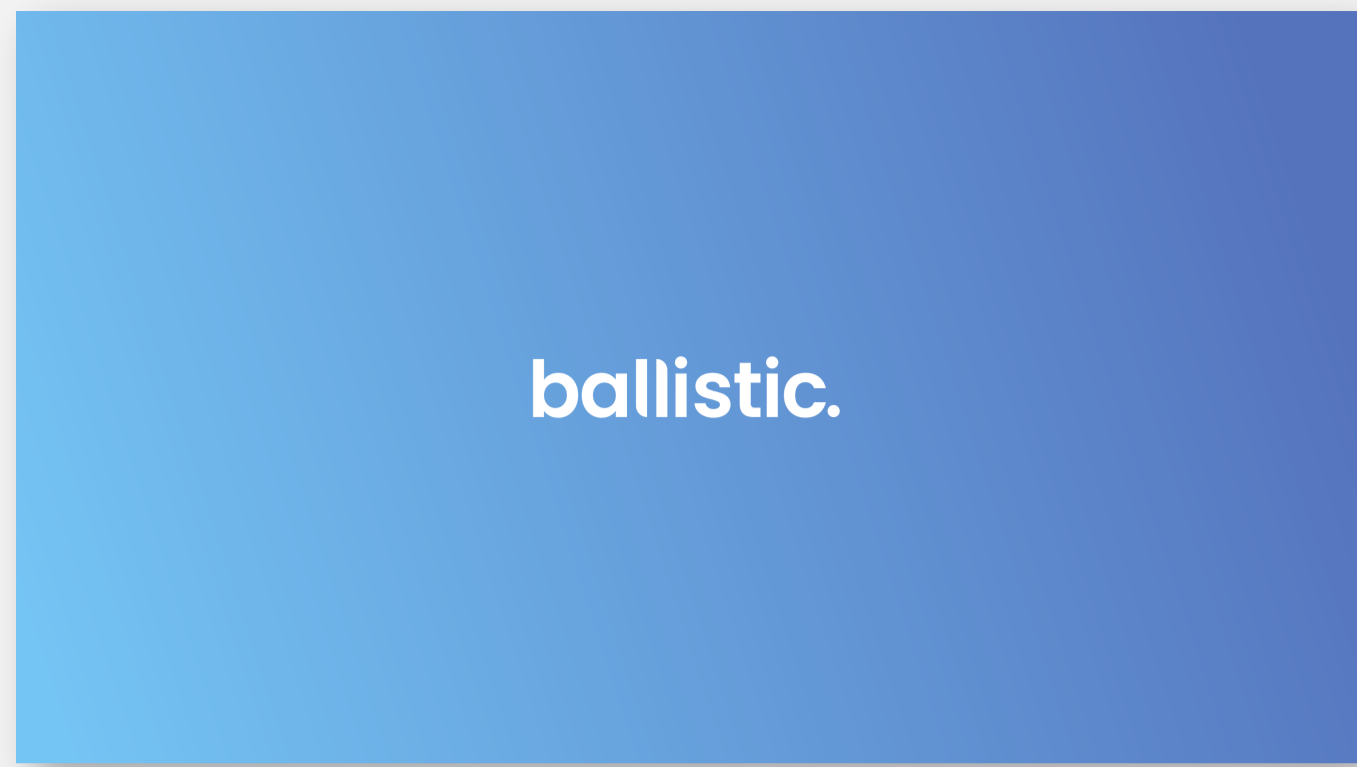
72 posts 305 followers 185 following

**DO YOU
NEED AN
ECOMMERCE
AGENCY?**

**3 STEP PLAN
FOR GROWING YOUR
ECOMMERCE BUSINESS**

BACKGROUNDS

Backgrounds for all
uses that follow the
brand identity.



ballistic.

BRAND STANDARDS