



BRAND → STYLE GUIDE



BRAND LOGO

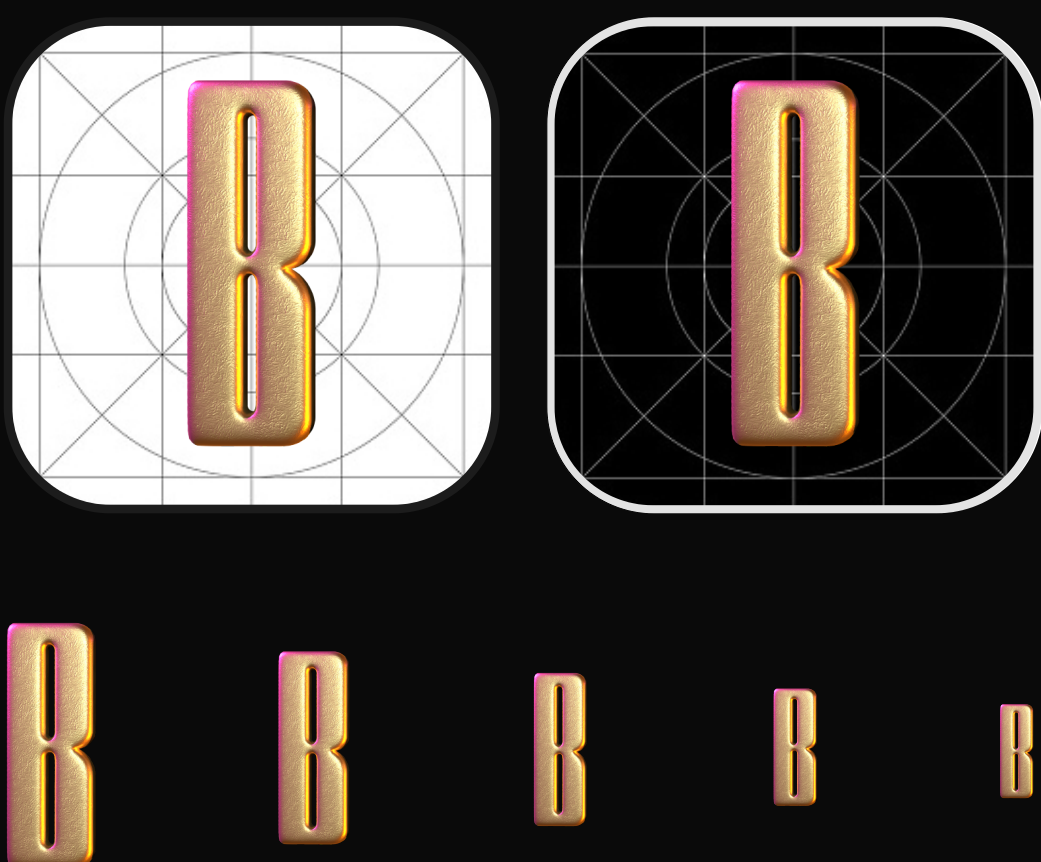
SPACING

Use the A in “A boy named” as a guide to space the logo inside a container



ICON

For times when a square logo is more appropriate, or on small screens – utilize the icon.

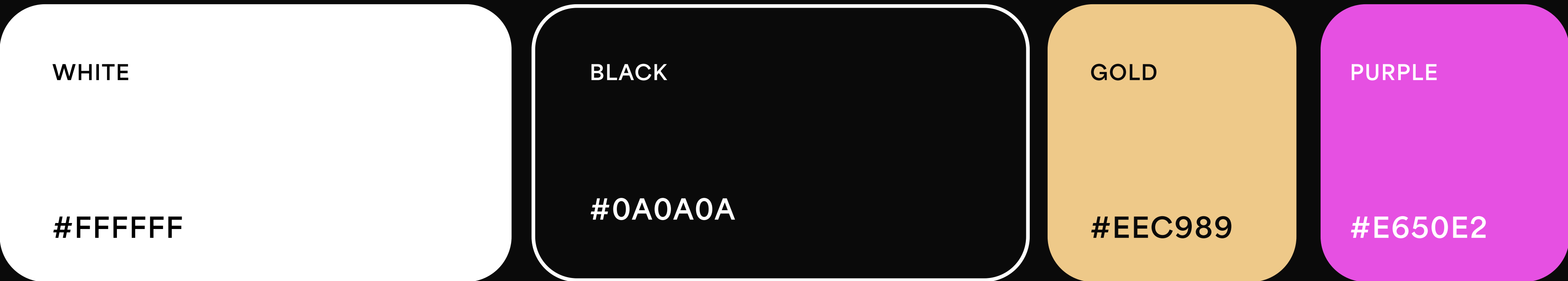


FLAT LOGO

In instances when a full-color graphic is not a realistic solution, utilize a flat version of the logo.



PRIMARY COLORS



GARDEN COLORS



TYPOGRAPHY

Primary Font Family

Anton

Secondary Font Family

DM Sans

Alternative Font

Not available on all platforms

Midnight

Headline Text

“IT WAS CURIOUS TO THINK...

Anton - Regular UPPERCASE Letter Spacing: -5

Subheading

That the sky was the same for everyone

DM Sans - Bold

Paragraph Text

And the people under the sky were also very much the same—everywhere, all over the world, hundreds or thousands of millions of people just like this, people ignorant of one another’s existence,

DM Sans - Bold

held apart by walls of hatred and lies, and yet almost exactly the same... storing up in their hearts and bellies and muscles the power that would one day overturn the world.”

BARBARA UNIVERSE



A PROJECT NAMED BARBARA

LLC



A BOY NAMED BARBARA

MUSIC



BARBARABOY

FASHION



MONOLOGUE

PODCAST



BARBARA & FUNK

VIDEO SERIES



BARBARA PRODUCTIONS

VIDEO