



# BRAND GUIDE

2025





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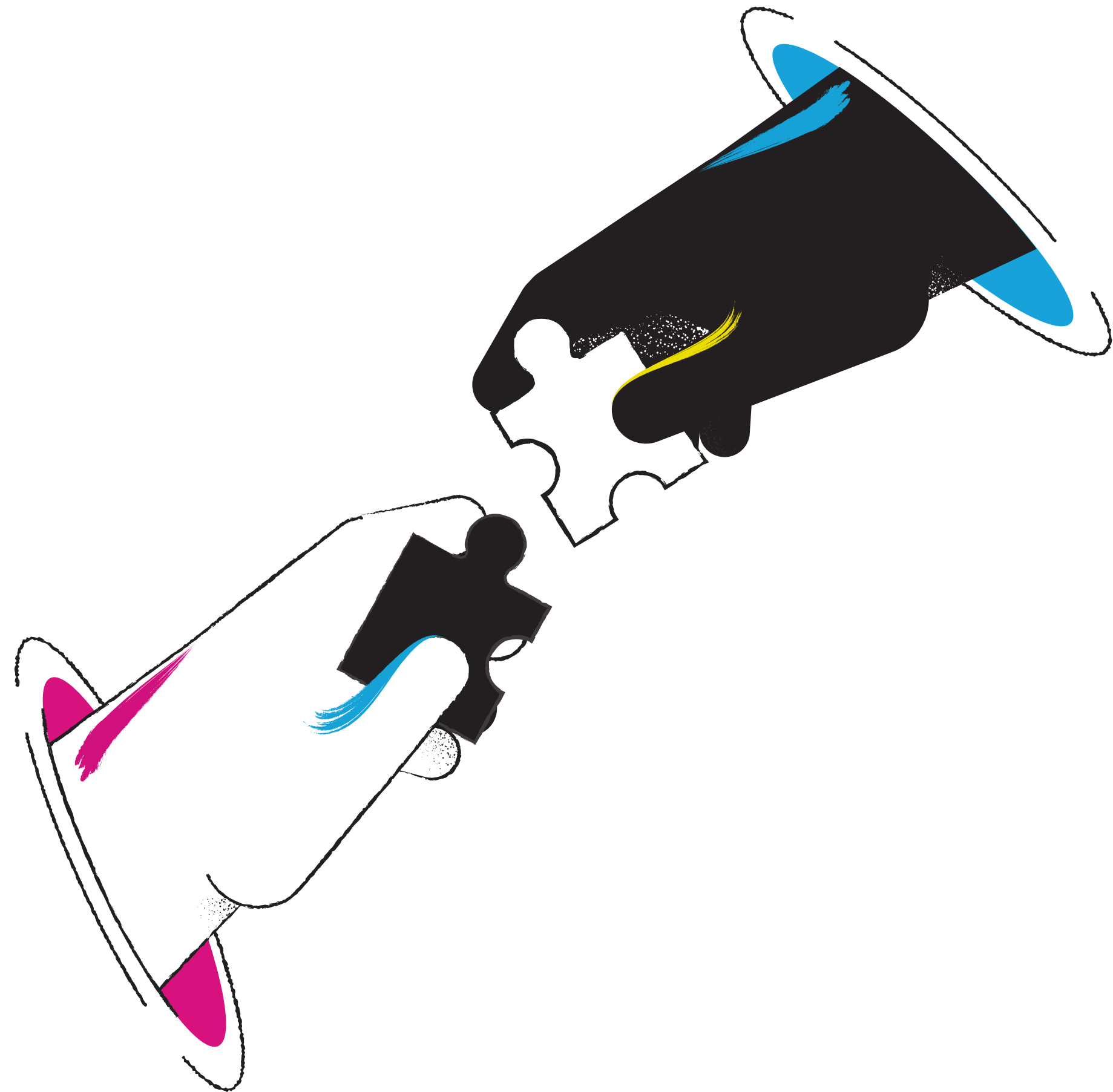
Stories and myths illuminate our purpose in life. They help us more fully define our identity and meaning of our voyage.

A brand is a company's vehicle for storytelling. It can become their most powerful tool. Capably harnessing and wielding the power of branding is our highest discipline.

We believe every brand brims under the surface. We cut through the noise, chip away at the fine marble, and expose what's at the shimmering core.

**We are  
Common Giant.  
We uncover the  
brand within.**





A brand is a gut feeling about a product, service, or company. It's how people feel and talk about you when you're not in the room. Although we can't control this perception, we can influence it through branded components like aesthetics, voice, mindset, actions, and interactions.

When all brand components are consistent, a brand becomes recognizable and can help gain trust. Follow these guidelines to build and sustain brand recognition and clearly stand out against your competitors.



# DEFINING THE BRAND THROUGH CULTURE

PURPOSE / MISSION / VISION / CORE VALUES



Our purpose is to illuminate the  
power and elevate the quality  
and authenticity of branding.

Defining the brand through culture

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Our mission is to be the best  
branding company you'll ever  
work with.

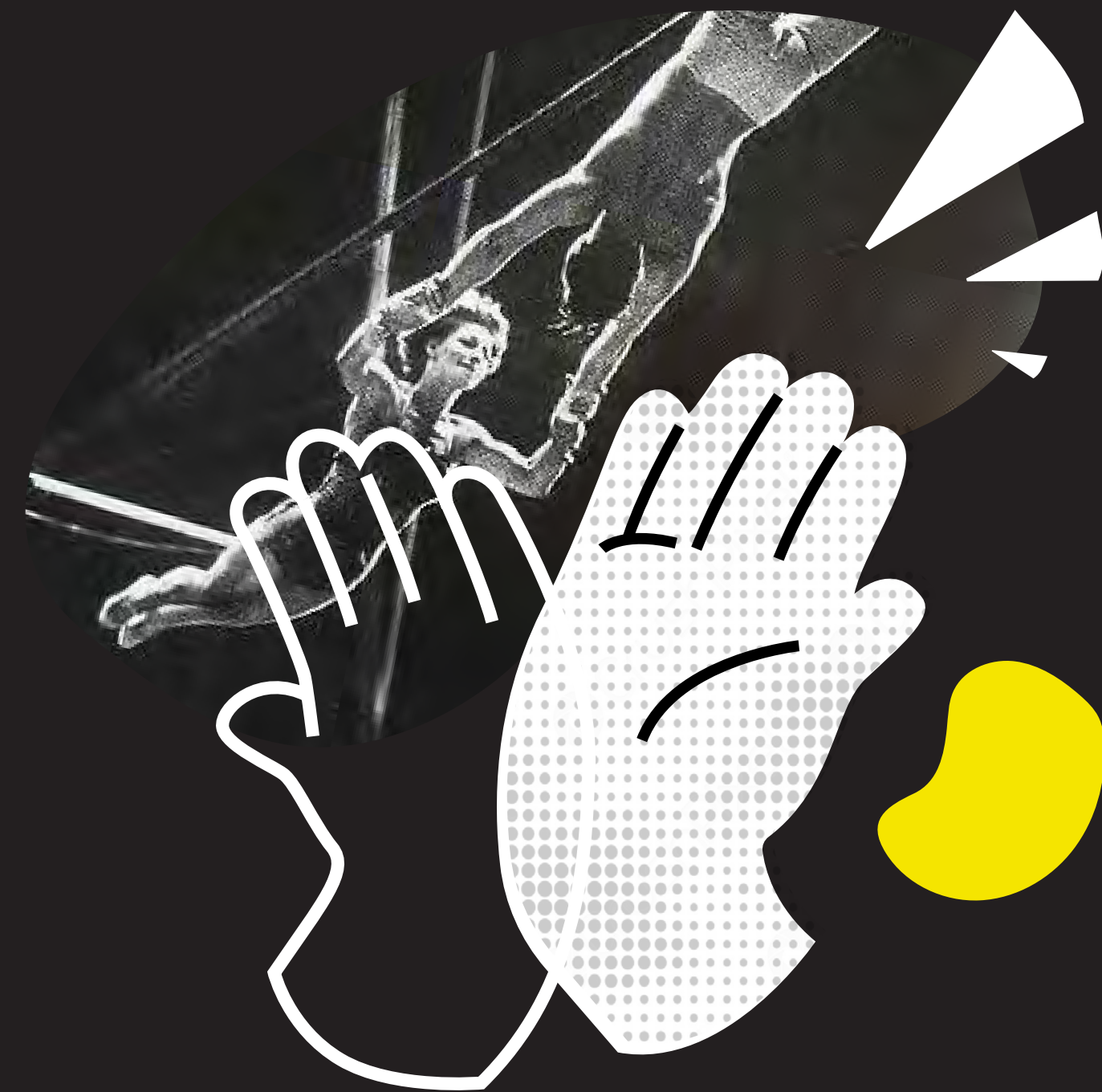
Defining the brand through culture

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# Team First 1 ↓

“We” is more than a pronoun. It's a mindset.

We tap into each other's strengths and help each other overcome weaknesses. We recognize individual excellence, and we accept excellence as a team. Giants support each other and believe the light inside others has no power over the brightness of our own.



## Defining the brand through culture

# Nourish Curiosity- 2 ↓ Create Magic

We seek the remarkable for ourselves to create it for our clients.

Creative muscles are made stronger and more flexible by pushing beyond their usual range: not so much that things break, but enough to continually improve. We lean into our intuitive nature to produce the right solution. Therefore, we must nourish our curiosity and diversity of experience to cultivate our intuition.

## Defining the brand through culture



# Understand the **3** ↙ Challenge

We discern challenges with purity of thought and efficiency of action.

The best solutions are offered once we understand the problem. We listen, learn, and evaluate the best approach. People often complicate solutions because they misidentify problems. Giants listen, simplify, and deliver.

## Defining the brand through culture



## No Bullshit 4 ↓

Mistakes are acceptable. Excuses are not.

When we own up to our mistakes, we are presented with a rare opportunity for growth.

Accountability and transparency are how we grow as a team.



# Defining the brand through culture



# Discipline Creates 5 ↙ Freedom-Freedom Creates

We apply creativity with skillful focus.

Discipline, ritual, and process liberate the mind, allowing it to focus energy on creative development. We understand challenges within their context, and we prioritize and focus our energy and intellect. This results in work that feels like magic.



## Know Our Value 6 ↓



We work with clients that understand our value & want us to succeed alongside them.

We value our time, so we account for it. We value our intellectual property, so we protect it.

We leverage the appropriate energy needed to reach the best solution. Tossing a glass of water on a burning home or offering a firehose to a thirsty child both end in disaster.

# Defining the brand through culture



## Magic Takes Mental Focus 7 ↙

We protect the time and space needed to generate amazing work.

We understand the intense mental focus needed to create magic for our clients. Therefore, we set goals that push us toward growth and check in regularly to chart our trajectory. Activity does not equal progress. Staying the course toward the desired goal prevents us from taking on unnecessary busy work that detracts from the objective and drains creative focus.

## Defining the brand through culture



These attributes provide guidance for every decision and action. When in doubt, check to see if your thought process adheres to these Common Giant attributes.



## Taking a Stand through Core Attributes

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## CULTURE

*How would our community describe us?*

Everyone is creative.



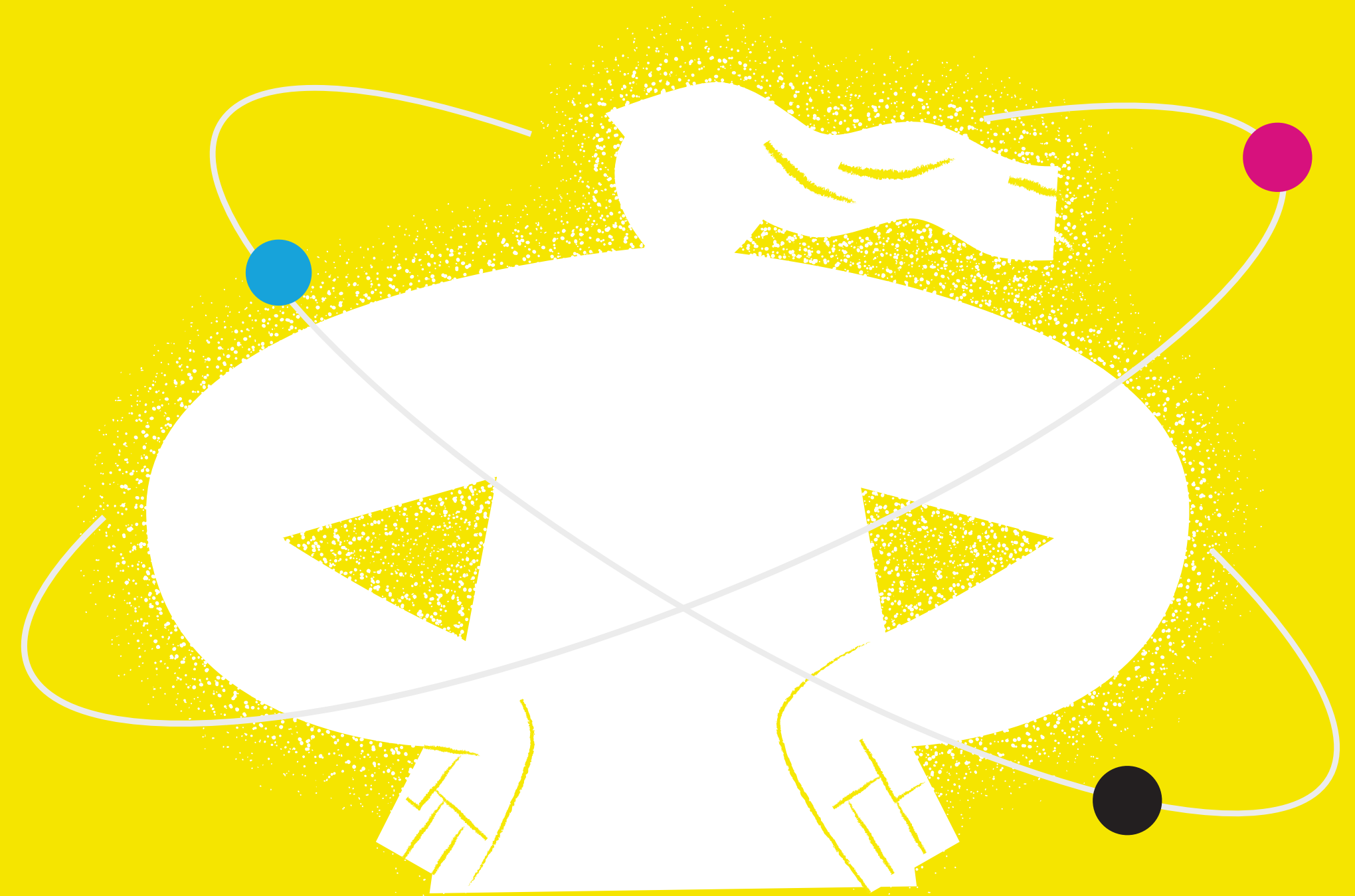
# Taking a Stand through Core Attributes

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## CLIENTS

*How would we describe our best clients?*

Our clients believe in  
the power of branding.



**Taking a Stand through Core Attributes**

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## VOICE

*How do we sound to others?*

We are authentic, perceptive,  
and almost mystical.



Taking a Stand through Core Attributes \_\_\_\_\_

## FEATURES

*What tangible impact do we have on others?*

We produce branding  
that feels right.



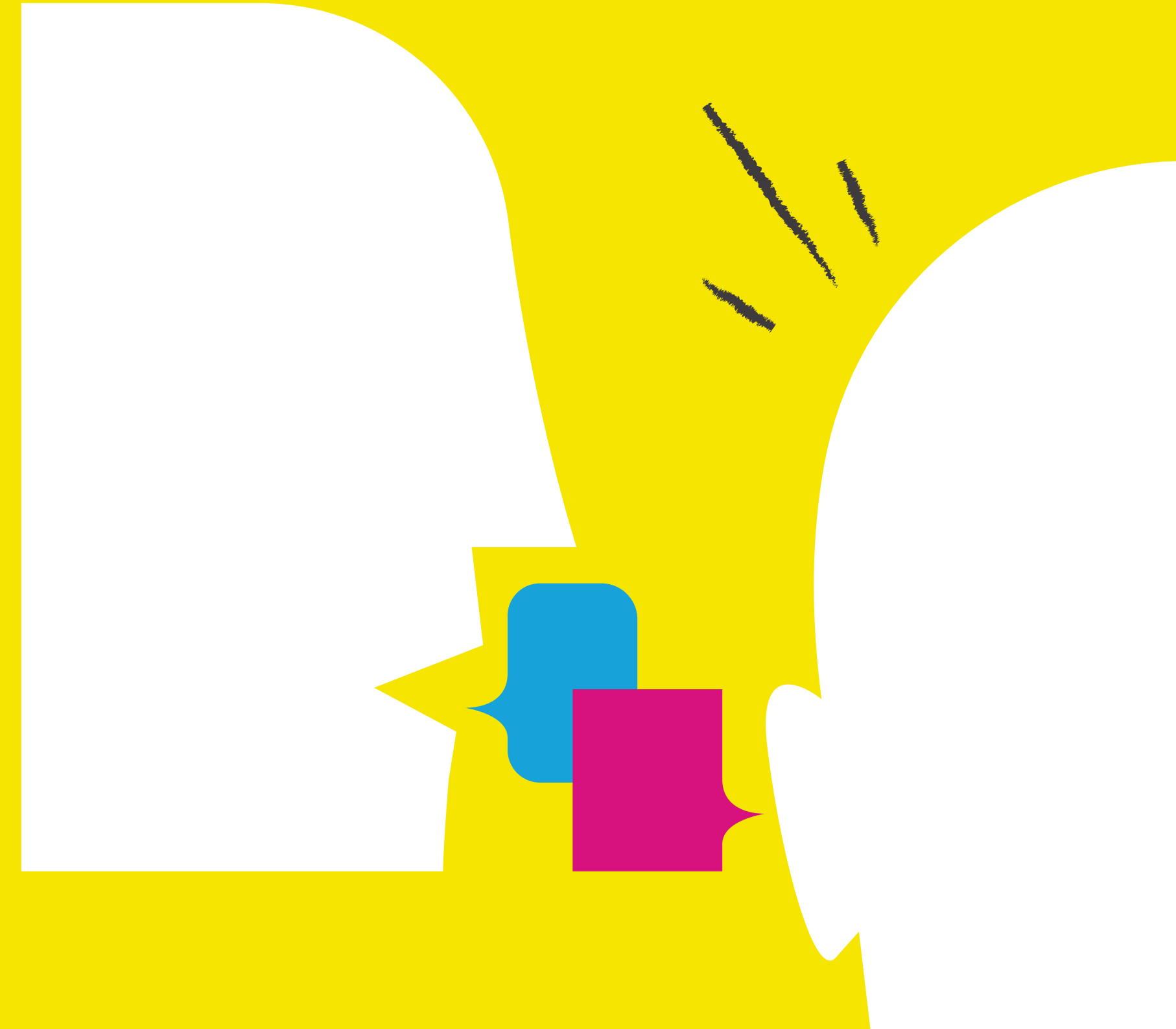
Taking a Stand through Core Attributes

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## BENEFITS

*How do others feel emotionally after interacting with us?*

Our clients feel like themselves, but better.



**Taking a Stand through Core Attributes**

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## GIANT FACTOR

*What makes us radically different?*

We perceive brand through a rich process involving a deep look into their history and purpose.



**Taking a Stand through Core Attributes**

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**For business leaders who believe in the power of branding,  
we uncover an authentic, indelible brand through an  
understanding of your business at the deepest level.**



**Taking a Stand through Core Attributes**

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WHO WE DO IT FOR

For business leaders who believe in the power of branding,

we uncover an authentic, indelible brand through an

understanding of your business at the deepest level.

WHAT WE DO

HOW WE DO IT DIFFERENTLY

Taking a Stand through Core Attributes



## WHAT WE DO?

“We uncover & assemble authentic,  
indelible brands...”

Our process is built on an esoteric and investigative approach. We uncover the brand within by engaging your intellect and emotions, deepening your understanding of your strengths and weaknesses, and unlocking the sense of purpose that drives you to do business. Using these elements, we create a brand that is an authentic expression of your greatest qualities. The result is a brand experience that is true to your essence and enchants your audience.

Defining the brand through culture

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WHO DO WE DO IT FOR?

“Business leaders who believe in the power of branding”

We work best with forward-thinking business leaders who understand and believe that branding not only works but is crucial and powerful. To this end, they're unafraid to collaborate when needed, let us lead in creative processes, and have faith in the branding and creative process. Branding is like alchemy; experimentation and a willingness to take calculated risks with an open mind is necessary to reap impressive, long-term benefits.

Defining the brand through culture

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## HOW DO WE DO IT DIFFERENTLY?

“An understanding of your business  
at the deepest level...”

We invest considerable time into understanding your business on multiple levels — as consumers, business partners, and people. We ask tough questions and force you to search inward to explore the essence of what you do, who you do it for, and what makes you different. This level of inquiry and introspection is unsurpassed and unique to Common Giant. It's more than data and research, it's more than a one-day workshop, it's a relationship that takes trust, hard work, and a little fun.

By the end of the process, you will think:

*“We’ve never had an agency understand us the way they do.”*

Defining the brand through culture

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## GIANT STATEMENT

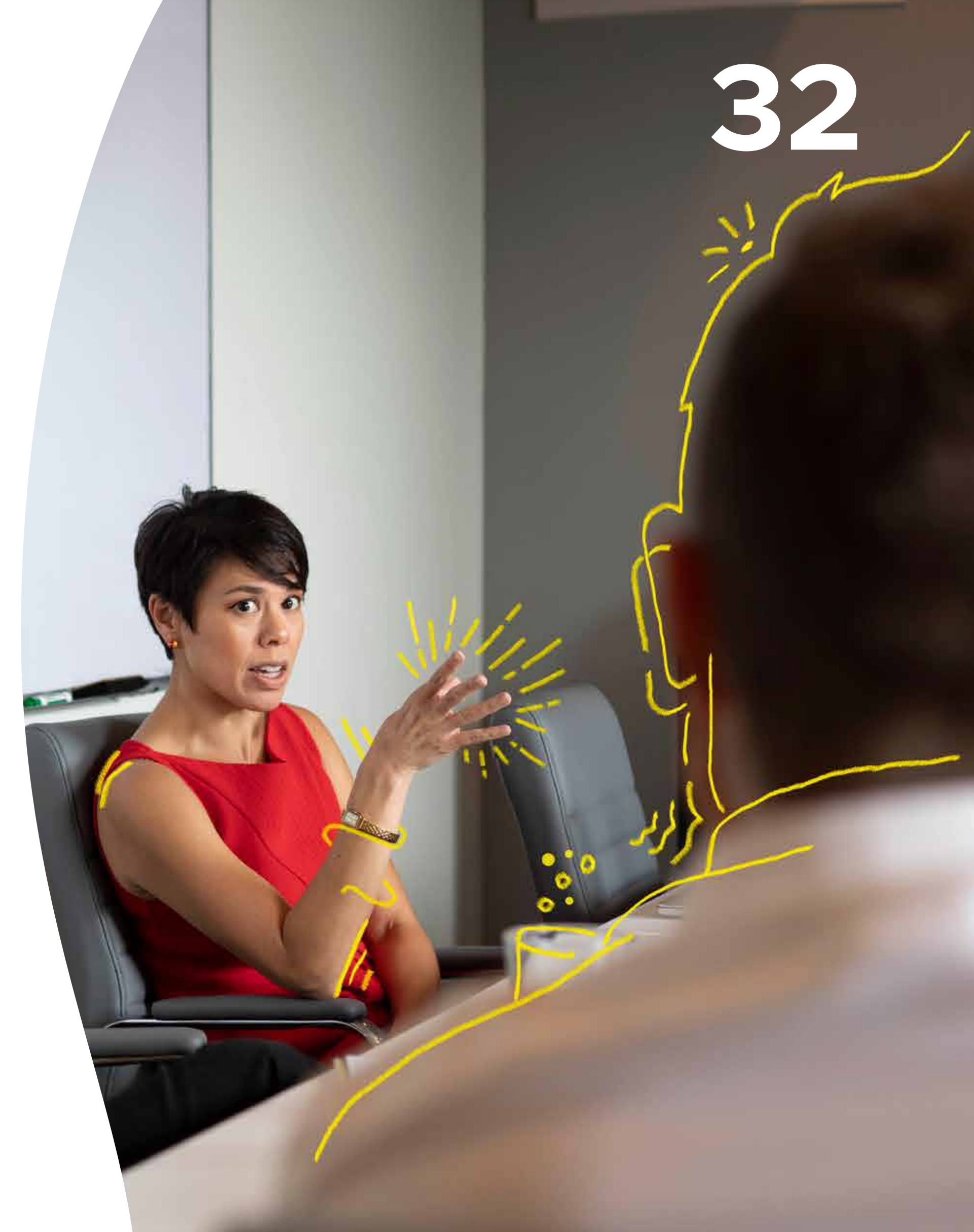
“Uncover the brand within”

The Giant Statement is a bold declarative statement that embodies what we do and how we do it. It is short, confident, and direct, and can be used across branded materials, whether web, social, ads, business cards, or other print collateral. Think of it as our rallying cry.



# WHAT AUTHENTIC SOUNDS LIKE

The Common Giant voice is inquisitive, curious, and at times mysterious. We ask big, open-ended questions that do not always have easy or clear answers. And while we do not pretend to have all the answers, we know the process leads to results that feel like magic.



How we sound to others

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We sound like experts with a buttoned-up and extensive marketing lexicon, but we never condescend. To this end, we are inclusive – everyone can and should take part in what we have to share. One of our defining factors is our sense of humor and our ability to be funny, wise, and helpful all at once. We do serious work without taking ourselves too seriously.



## How we sound to others

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Lastly, we are not gimmicky. Our industry contends with (and often upholds) bad stereotypes of the sleezy salesman or bloodless corporate machine. We help our clients discover and articulate their truest selves, so they can bring an authentic brand experience into the world.

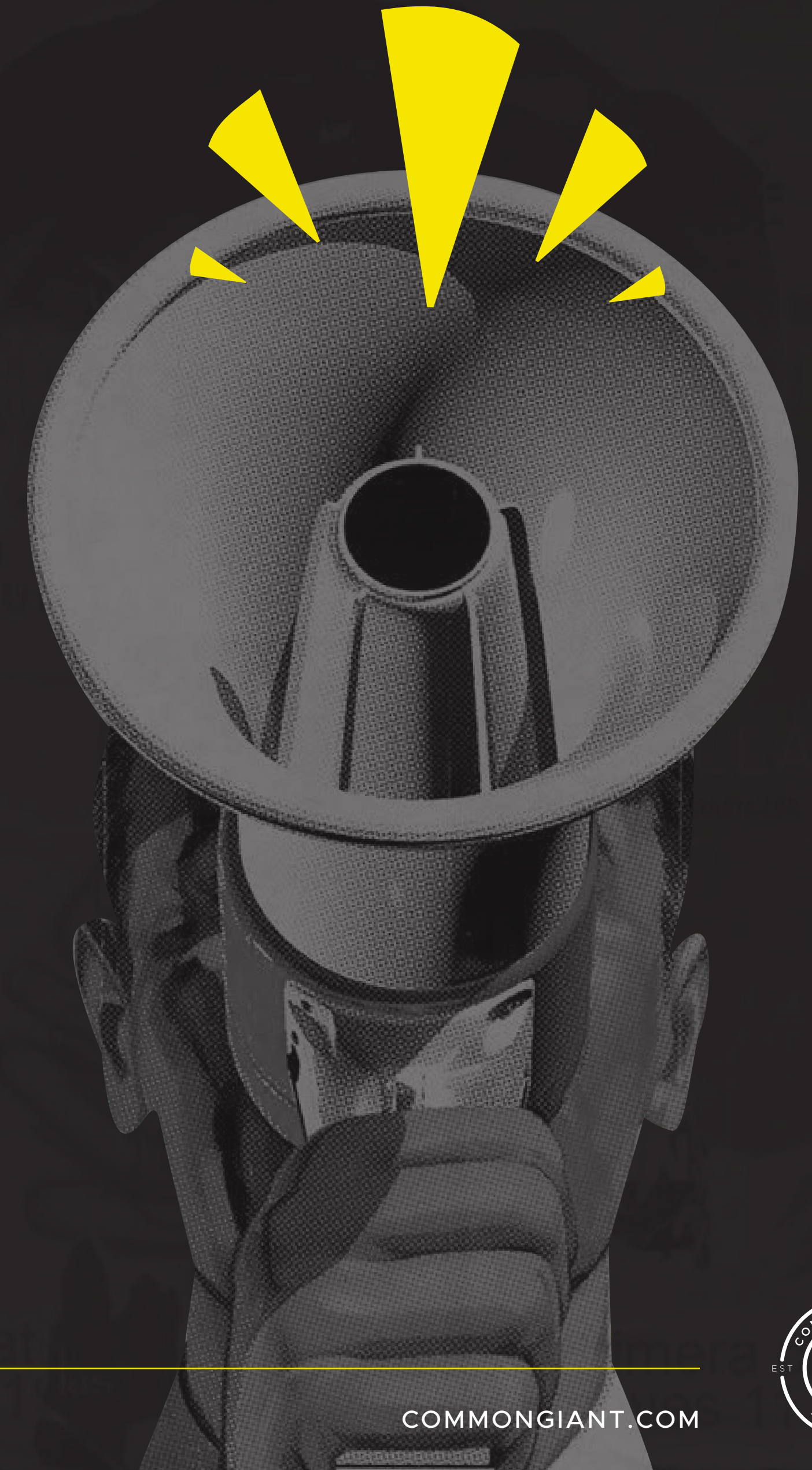
In short, if it feels cynical, insincere, or the slightest bit cliché, don't say it.



## How we sound to others

*Examples of*  
**WHO WE  
SOUND LIKE...**

**How we sound to others**



*Gandalf*

90% OF THE TIME

WISE,  
NOT TOO  
SERIOUS...

BILBO  
BAGGINS!

DO NOT TAKE ME FOR SOME CONJURER  
OF CHEAP TRICKS!

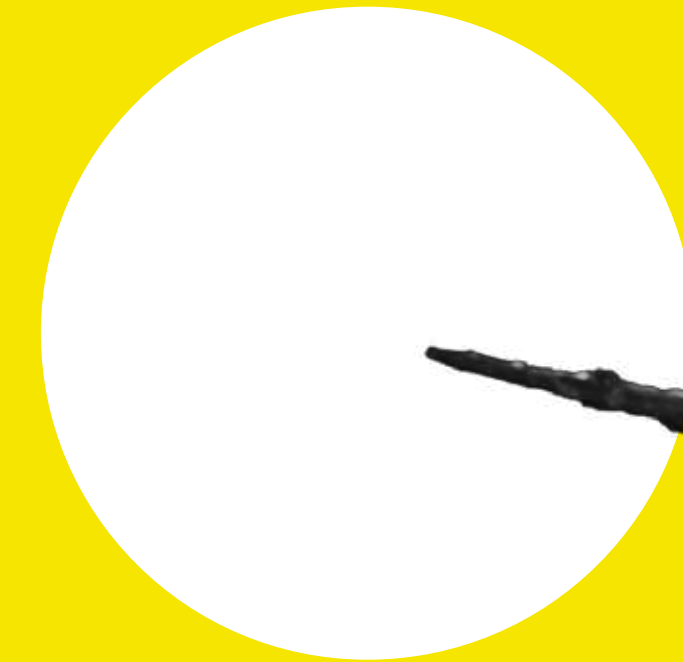
—*Gandalf the Gray*

I AM NOT TRYING TO  
ROB YOU! I'M TRYING  
TO **HELP** YOU."

How we sound to others

*Dumbledore*

...AND  
SINCERE ALL  
AT ONCE



OF COURSE  
IT'S HAPPENING

INSIDE YOUR HEAD, HARRY

BUT WHY ON EARTH SHOULD THAT MEAN  
THAT IT'S NOT REAL?

—*Albus Dumbledore*



How we sound to others

## *Darth Vader*

WHEN WE NEED TO THROTTLE  
OUR CLIENTS

WE DROP  
SOME COLD  
HARD REALITY



SEARCH  
YOUR FEELINGS. YOU KNOW IT  
TO BE TRUE! —*Sith Lord*

How we sound to others

# CORRECT VOICE

“ We uncover the brand within by asking tough questions and helping you discover meaningful answers.

We'll guide you through every step of the branding process and rollout. It can be daunting at first, but the result will be an identity that's uniquely you and inherently loveable.

Let's build something GIANT, together. ”

How we sound to others



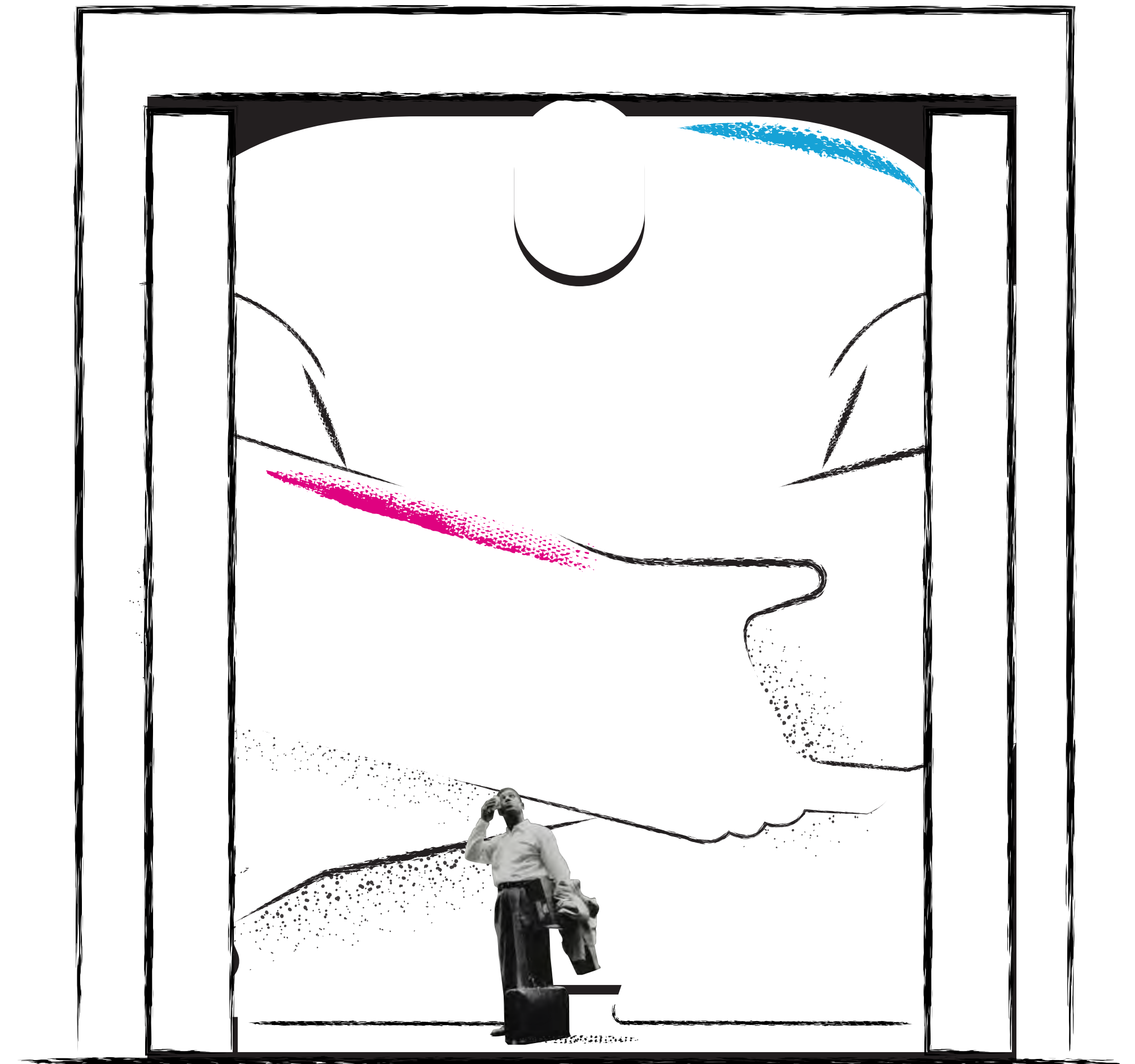
# INCORRECT VOICE

“ We work only with the elite who inspire. Everyone else simply aspires.

Don't worry about why this brand strategy makes sense for you; it's complicated. Just trust us.

We use a holistic process to generate sustainable impact at scale.

Check out our blog. ”



# How we sound to others

YOU COULD SAY...

“We uncover & assemble authentic, indelible brands”

or...

“A brand you’ll love”

“A brand that reflects who you are”

“We use an intuitive approach to uncover the brand within you”

“The act of branding can feel like alchemy, transmuting elements to something new entirely with a willingness to take risks...”



How we sound to others

YOU COULD SAY...

“Businesses leaders who believe in the power of branding”

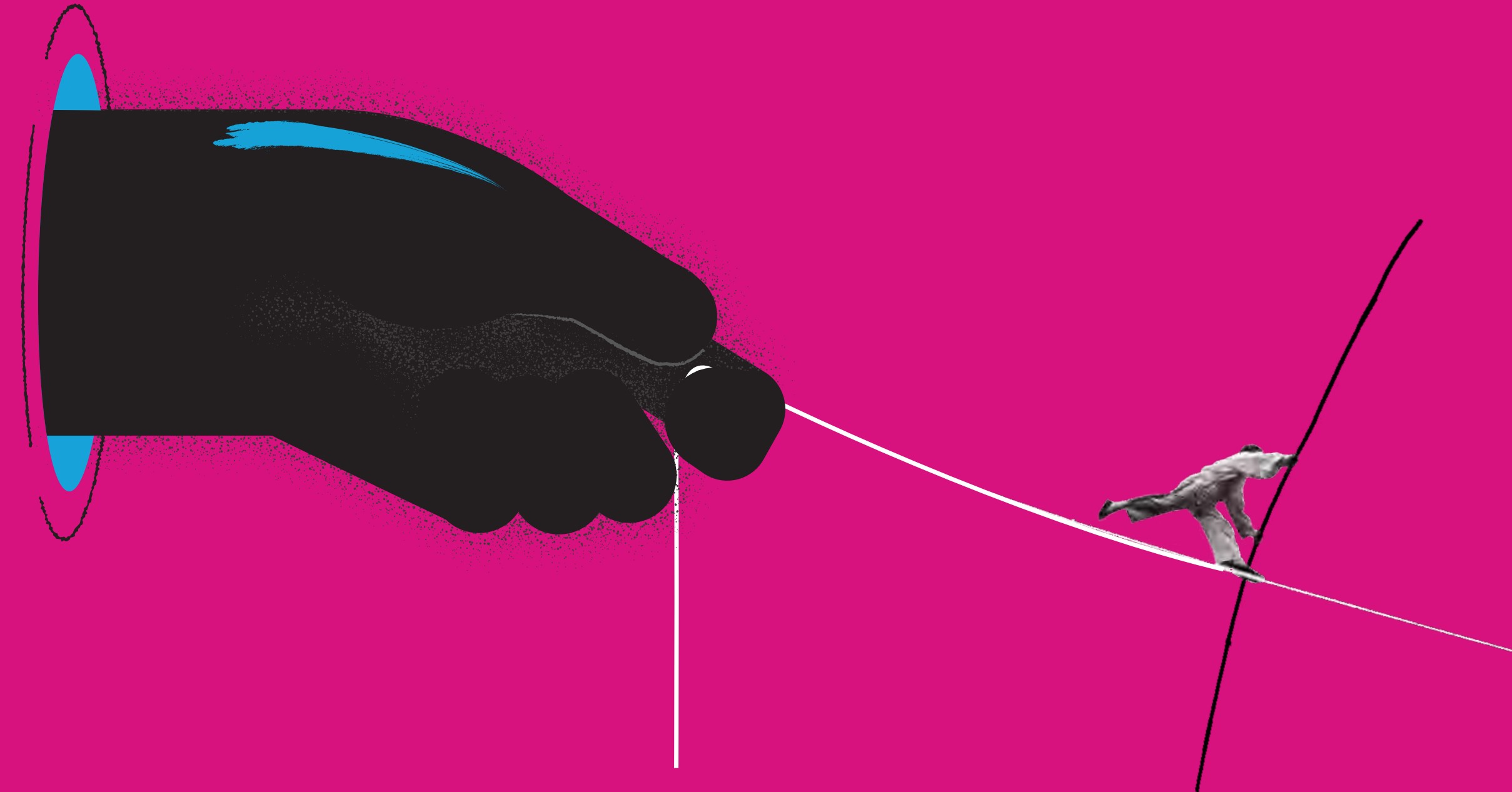
Or...

“Passionate about their work”

“Willing to let us lead”

“Unafraid to take risks”

“Collaborative yet decisive; synergistic”



How we sound to others

YOU COULD SAY...

“An understanding of your Business at the deepest level”

or...

“Digging into your culture, competitors, strengths and weaknesses.”

“We ask tough questions that lead to meaningful answers.”

“We get to know the people who make your business.”

“We force you to look inward to discover what is authentic and unique about your brand.”

How we sound to others







What success looks like

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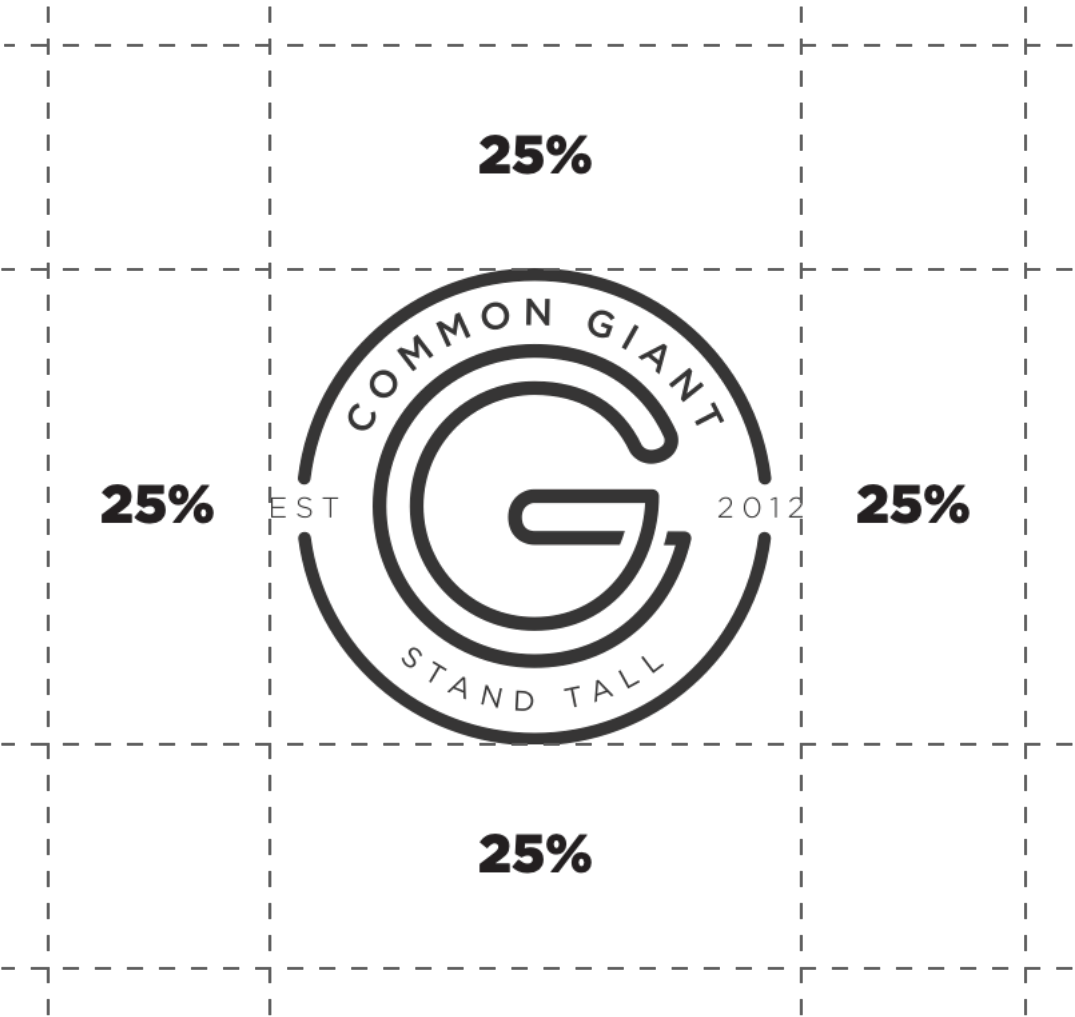


# Clear Space

Always leave space around the logo so it has room to breathe.

Isolating the logo from all other visual elements, whether type or imagery, keeps it free of visual interference and makes it stand out.

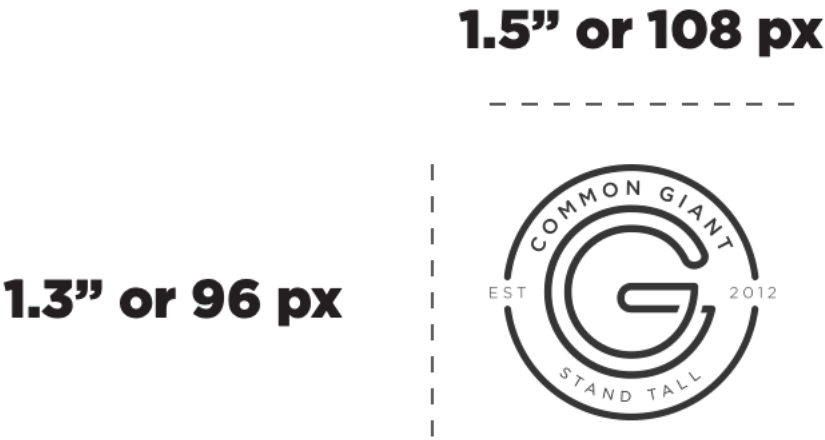
As a golden rule, use 25% of the logo size as white space.



# Minimum Sizing

Minimum size is 1.5” x 1.3” in print, or 108px x 96px in digital layout.

Smaller needs should default to using the bug.



What success looks like



PRIMARY TYPEFACE

METROPOLIS

LIGHT      MEDIUM      BOLD      **BLACK**

What success looks like \_\_\_\_\_



SECONDARY TYPEFACE

Playfair Display

LIGHT

SEMIBOLD

BOLD

BLACK

What success looks like \_\_\_\_\_



YOU  
WILL READ  
THIS FIRST

AT SOME POINT YOU MIGHT READ  
THIS, ALTHOUGH **MAYBE NOT**

METROPOLIS — MEDIUM / BOLD

CAPTION

H5 -  
DATE, AUTHOR, TAGS

METROPOLIS — BLACK

HEADLINE

H1 / H2

You will read this line next

PLAYFAIR DISPLAY — REGULAR

SUBHEADLINE

H3

You'll go back to read this copy if you want to know more. It takes the most effort to read because it has a lot of text in a small font in a light weight with a tight line spacing. Many people will skip paragraphs like this if they aren't engaged right away. This is why it's important to draw attention to your message using visual hierarchy.

You will probably  
read this before  
the paragraph

METROPOLIS — REGULAR

CALL OUT

H4 -  
PULL QUOTES, STATS,  
TERTIARY HEADLINES

PLAYFAIR DISPLAY — REGULAR

BODY

Let's talk →

PLAYFAIR DISPLAY — BOLD

CTA

METROPOLIS

— BLACK

Use highlights to emphasize  
key terms or phrases

H1 / H2  
HEADLINE

PLAYFAIR DISPLAY

— REGULAR

Headlines and subheads  
can use half, full or a mix  
of both highlight styles

H3 – Web Safe

PLAYFAIR DISPLAY

— REGULAR

Body copy and captions  
should only use full highlights

Web safe fonts are typefaces that come pre-installed  
as default fonts on the majority of computers and  
devices, regardless of operating system. Creating a  
web safe font stack gives you the best chance of  
having your text appear as intended.

CAPTION

METROPOLIS

— MEDIUM / BOLD

Highlight color can swap  
between brand colors

Let's talk



PLAYFAIR DISPLAY — BOLD

Button color can swap between brand colors

MONTSERRAT — BLACK

WEB SAFE  
H1 / H2

MONTSERRAT — MEDIUM / BOLD

WEB SAFE CAPTION



### LIGHT GRAY

HEX - EFEF EF / PANTONE - 663 C  
RGB- 239,239,239 / CMYK - 5,3,3,0

### BLACK

HEX - 231F20 / PANTONE - NEUTRAL BLACK C  
RGB- 35,31,32 / CMYK - 70,67,64,74



### YELLOW

HEX - F8E700 / PANTONE - 803 C  
RGB- 248, 231, 0 / CMYK - 5,2,100,0

### MAGENTA

HEX - D8127D / PANTONE - 213 C  
RGB - 216,18,125 / CMYK - 11,100,15,0

### CYAN

HEX - 00A3DA / PANTONE - 299 C  
RGB - 0,163,218 / CMYK - 75,18,2,0

*It's all about*  
**PERSPECTIVE...**

What success looks like



# CORRECT USE

Our purpose is to elevate the quality and authenticity of branding, and this is displayed in the way photography is treated. Photos should highlight human connection to tell an authentic story.



## What success looks like



# IMAGE TREATMENT

There is a sense of discovery and fun to what we do. Our photography is layered with illustrations that enhance, deepen, and comment on the story in the photography. This displays our creative and playful side while also appealing to a sense of authenticity.

## What success looks like



# INCORRECT USE

When choosing the right image to work with, avoid obviously staged photos and think authentic and creative!

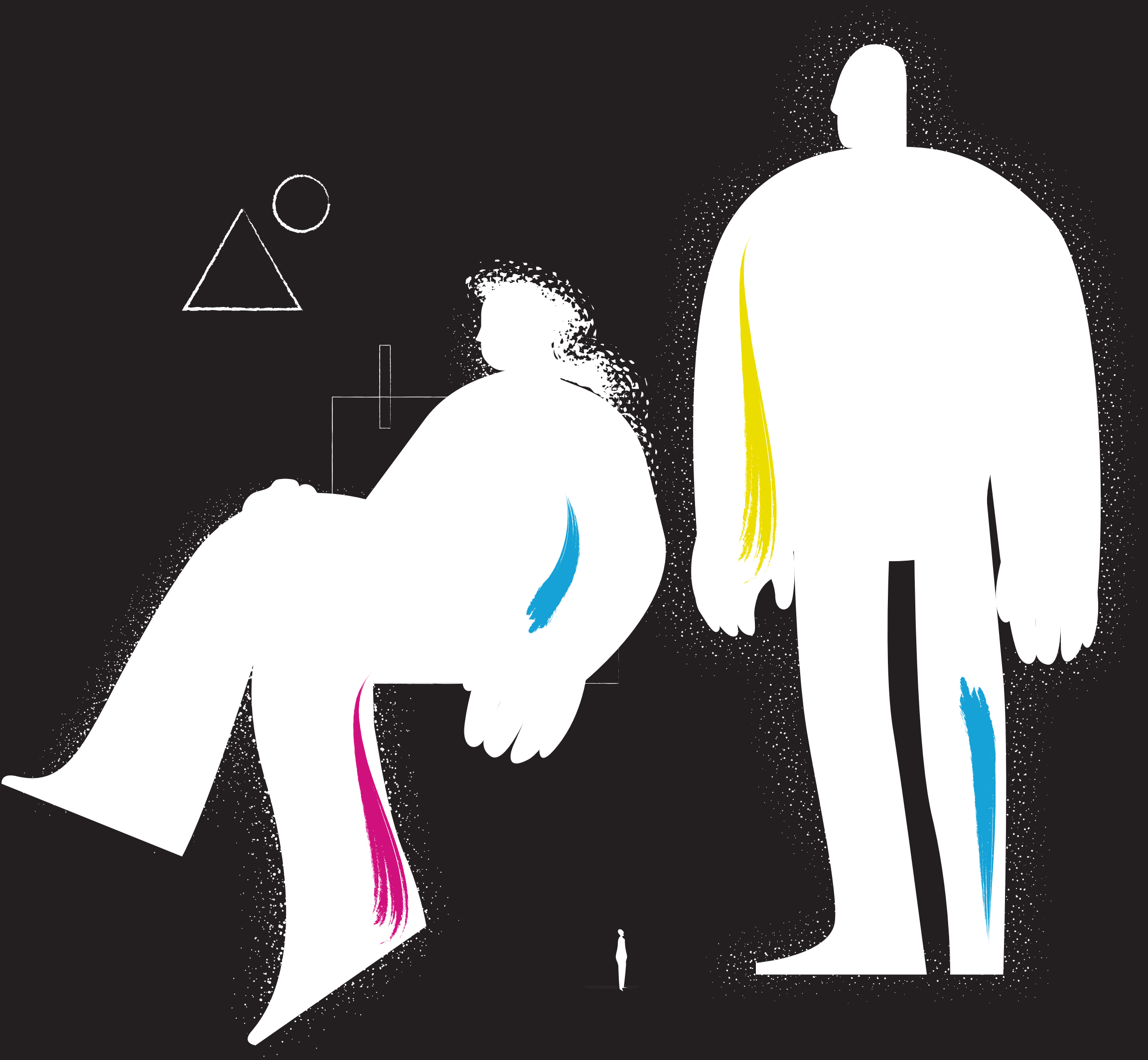
What success looks like

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# GIANTS

Glowing silhouettes, and vibrant strokes of color give our giants character. We have a big personality, but we don't get in the way of your brand. We step in to provide guidance, and carry you through to self-realization. Our presence is discreet, but our impact on your journey is indelible.

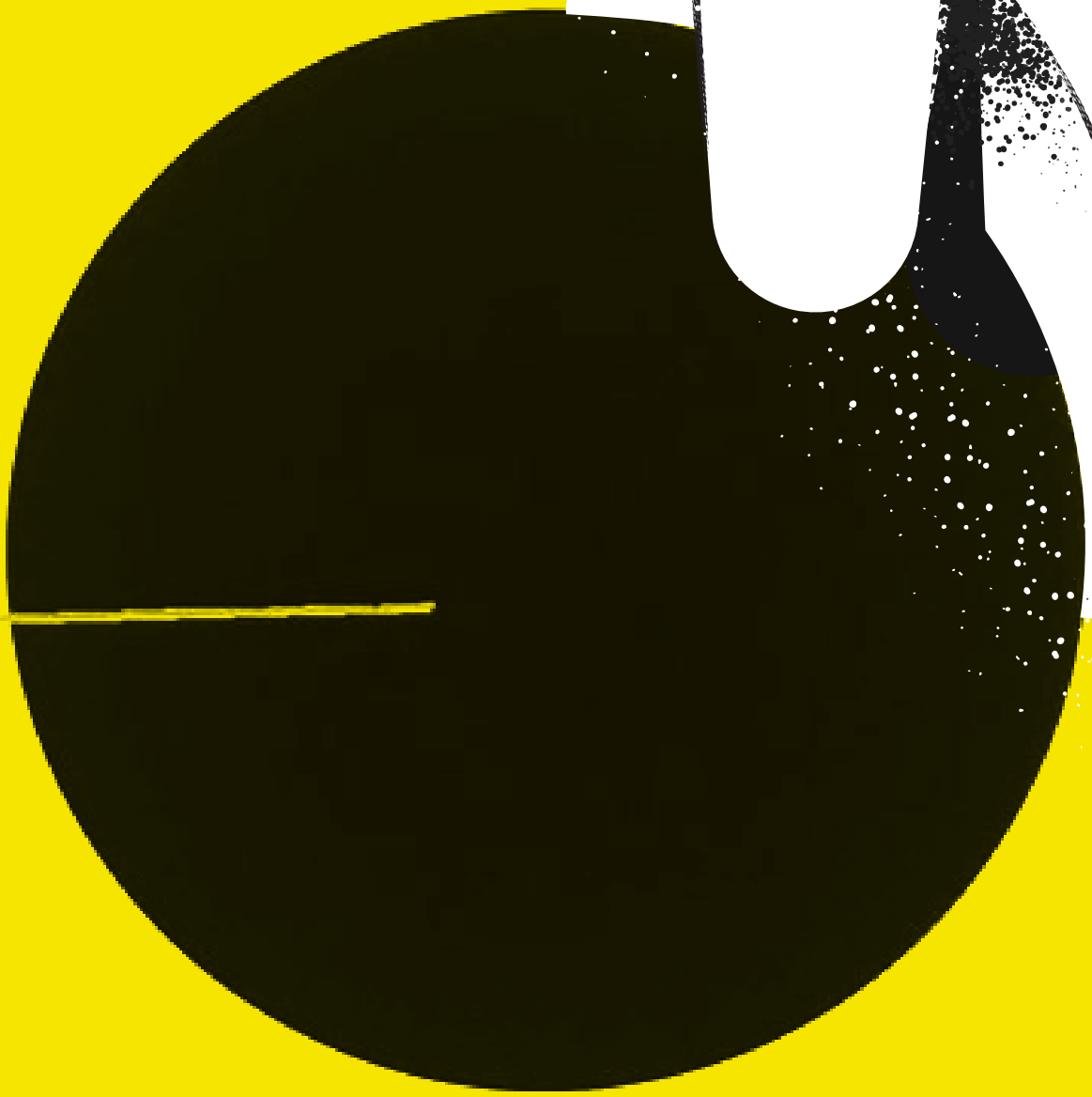


What success looks like



# GIANTS & COLLAGE

Because we kept their silhouettes simple our giants can step into any environment to help. Monochromatic imagery works best with our illustrative style to clearly read the concept of the scene.



What success looks like \_\_\_\_\_



“ You can get someone on Fiver and tell them, “Here’s what I want.” The previous work we would have done, even with another agency, would have just been a graduated version of our current brand. But the brand work we did with Common Giant is something that paces us forward. We’re not just going deeper, we’re actually moving in a new direction. This feels right.

I couldn’t have thought of this branding. Maybe this was inside of us at the beginning of the process, but it would have never come out on our own. And, potentially, it was not even inside of us. It was what Common Giant pulled out and the questions they asked that forced us to really think about our brand, clients, and goals and move in this direction. I love it. I think this is fantastic. It’s not what we imagined, but it’s what we need. ”

**Kate White**

MARKETING DIRECTOR | AVITURE

What success looks like

