

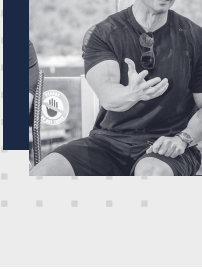


## About Us

Erik Rock is a highly driven and successful serial entrepreneur, offering business and life coaching services targeted at hustlers, hard workers, and entrepreneurs. With a focus on both personal and financial growth, Erik helps his clients unlock their full potential and thrive in their respective industries.

Similar to influential figures like Ed Mylett, Erik Rock has catapulted himself to success by leveraging his wealth of knowledge, experience, and passion for helping others achieve greatness. Drawing parallels between Ed Mylett and Erik Rock, both individuals possess an innate ability to inspire, motivate, and guide their clients towards their desired goals. Their strategies are grounded in practicality and are easily applicable to various aspects of life.

As a sought-after coach, Erik Rock understands the unique challenges and opportunities that entrepreneurs face in today's competitive landscape. He uses his expertise to guide them on a path to success, both professionally and personally, providing actionable insights and tools that empower them to create lasting, positive change.



## Introduction

How to use this guide?

To build a strong brand we must constantly reinforce what we stand for across all touch points, so our community grows to know and love our brand and products.

This brand guide contains Erik-Rock's brand assets and outlines how to express them visually. Use these guidelines as a framework for developing all communications, as a critical resource for any new marketing materials.

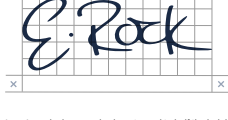
By maintaining these brand standards, we ensure that the Erik Rock™ brand delivers a clear, consistent and powerful message to the world.

## Using Our Logo

We are very proud of our logo.

Follow these guidelines to ensure it always looks its best.

Our logo is the combination of a simple and modern signature wordmark only.



## Logo Architecture

Our logo is a valuable element of our visual identity.

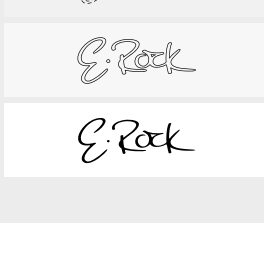
The example is intended to demonstrate how to structure the logo to ensure that it is always presented in the best balance.

Logo's exclusion zone is almost equal to half the height of the icon (marked as x in the diagram).

## Wireframe

This Erik Rock™ logo design is an essential part of our business.

A unique logo is what gives our business a visual identity that helps customers understand what it does as well as its motives.



## Logo Responsive

In order to maintain legibility, the wordmark and icon should never appear smaller than these minimum sizes.

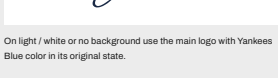
Establishing a minimum size ensures that the impact and legibility of the logo aren't compromised.



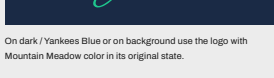
The full logo should never be smaller than 100px "in width" in digital or 26mm in print.

## Logo On Backgrounds

Use the logo on light / dark backgrounds as guided here.



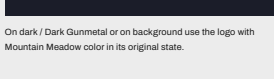
On light / white or no background use the main logo with Yankees Blue color in its original state.



On dark / Yankees Blue or on background use the logo with Mountain Meadow color in its original state.



On light / green or on background use the logo with Dark Gunmetal color in its original state.

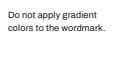


On dark / Dark Gunmetal or on background use the logo with Mountain Meadow color in its original state.

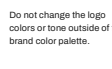
## Do's and Don'ts

It's important that the appearance of the logo remains consistent.

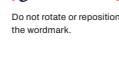
The logo should not be misinterpreted, modified, or added to its orientation, color, and composition should remain as indicated in this document.



Do not apply gradient colors to the wordmark.



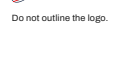
Do not tone the logo colors or change outside of the brand color palette.



Do not rotate or reposition the wordmark.



Do not distort or warp the logo in any way



Do not outline the logo.



Do not remove or edit anything in the logo.

## Using Our Colors

### Primary Palette

This primary palette should be used on all branded materials.

These colors are the foundation of our brand and must be used to build brand consistency.



**MOUNTAIN MEADOW**  
HEX CODE: #1FC58D  
RGB CODE: (31, 197, 141)  
CMYK CODE: 71%, 0%, 62%, 0%



**YANKEES BLUE**  
HEX CODE: #1A2A45  
RGB CODE: (26, 42, 69)  
CMYK CODE: 93%, 81%, 45%, 47%

### Secondary Palette

If you have already used the 'primary palette' and need additional colors, you can choose from these secondary colors.



**NICKEL**  
HEX CODE: #6A6D79  
RGB CODE: (106, 109, 121)  
CMYK CODE: 61%, 52%, 41%, 12%



**DARK GUNMETAL**  
HEX CODE: #1B1D29  
RGB CODE: (27, 29, 41)  
CMYK CODE: 81%, 74%, 56%, 69%

## Typography

We use **Archive™** for all our typography: it does the talking for us, with a recognisable look and style.

We chose it for its strikingly formal but friendly look and feel.

In order to keep more of consistency between typography, we opt to use three weights:

Regular, Medium or Bold.

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&'()\*\_+=",.:?><

### Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&'()\*\_+=",.:?><

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&'()\*\_+=",.:?><

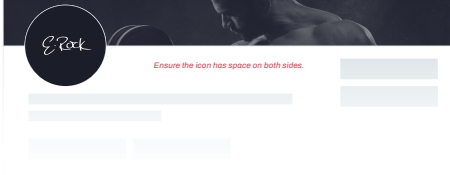
## Social Media

### Placing the logo on Social Media:

The logo should only be placed on our dark solid colors as a background in profile pictures.

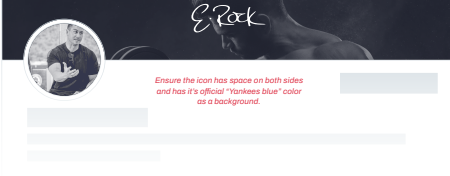
### LinkedIn:

LinkedIn allows placing the full-scale logotype. We recommend not using the icon in this case.



### Twitter:

Twitter doesn't allow placing the full-scale logo. We recommend using the logo only in the header photo in this case.



## For more information

If you are having trouble with anything in this guide, you are missing brand elements from the brand package, or you are unsure if your communication best represents the **Erik Rock™** brand, please contact the designing team through our main website or at [info@erikrock.com](mailto:info@erikrock.com)