

CLEVELAND

CRYPTWALKERS

· IDENTITY GUIDELINES ·

• TABLE OF CONTENTS •

Brand Story	3
Logos & Brand Assets	4
Logo Misuse	7
Clear Space	8
Color Study	9
Type Study	10
Team Uniform	11
Identity System	12

· BRAND STORY ·

The Cleveland Cryptwalkers started when a pair of friends with a love of nature, history, and the macabre decided to explore a local cemetery during a nighttime walk. What they found was not only a fun and spooky bonding activity, but also a newfound appreciation for the lives of those that lived before them. When the Cryptwalkers explore a cemetery and observe the engravings on the stones, they see what remains of another person who lived and died. They recognize that every one of them had lives full of adventures, dreams, joys, and sorrows, some before any of us were born. It is this understanding, along with an appreciation of the surrounding nature and beautiful art of monument-making, that makes us Cryptwalkers feel at-ease in a place that others might find sad or frightening.

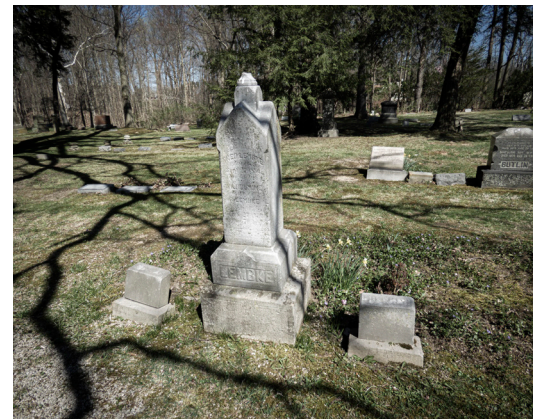
It is with utmost respect for the dead that the Cleveland Cryptwalkers, having grown from only two members to over 25 in the span of 5 years, compete to be the Supreme Cryptkeeper. The process is simple, the player to find the oldest, most interesting, most historically significant, or most mysterious grave the quickest becomes the Cryptkeeper. The Cryptkeeper's job is to direct the gentle cleaning of the markers and grounds, the leaving of flowers and other respectful offerings on graves, and the decision of where to compete next. Fans are encouraged to learn, explore, and pitch in on the activities as well.

The ultimate goal of our sport is to reignite a love and curiosity for the history of the local area, to pay respects for the deceased, and to ensure that the lives that these regular people lived are not forgotten.

*Death isn't the end when
the Cryptwalkers are in!*



Chestnut Grove Cemetery | Olmstead Falls, Ohio
Photo by Charlize Bernhardt | 2023



Chestnut Grove Cemetery | Olmstead Falls, Ohio
Photo by Charlize Bernhardt | 2023

· PRIMARY LOGO ·



Full Color



Black



White

The Cleveland Cryptwalkers logo is based on the winged-skull version of the *Memento Mori*, or "Remember Death," symbol commonly found on gravestones through the Victorian Era. These stones were hand-carved, which shows through in the logo with the use of simple shapes and thick, rounded letters.

The full-color logo must be used whenever possible. The black logo is to be used when full-color is not an option. The white logo is to be used when full-color or black is not an option and on dark backgrounds only.

· SECONDARY LOGO ·



Full Color



Black



White

The Secondary logo consists of the isolated *Memento Mori* symbol with a gravestone shape behind it, containing the "CC" initials.

The full-color logo must be used whenever possible. The black logo is to be used when full-color is not an option. The white logo is to be used when full-color or black is not an option and on dark backgrounds only.

· ADDITIONAL BRAND ASSETS ·

The following are examples of shapes and textures that may be used on any branded material.



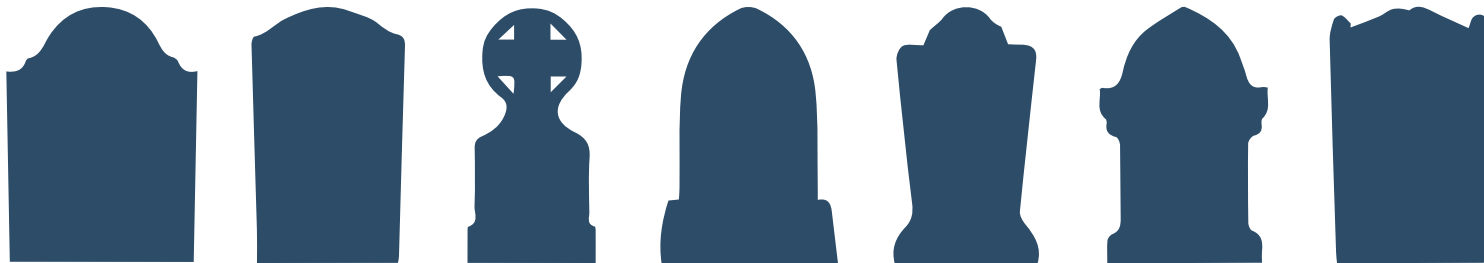
Weathered Stone Texture



Grass & Wildflower Silhouette
(use on bottom of page)



Night Sky Negative Space
(use on top of page)



Various Headstone Shapes

· LOGO MISUSE ·

Neither the primary nor the secondary logo may be altered in any of the following ways:



Do NOT flip logo



Do NOT change logo colors



Do NOT skew logo



Do NOT remove parts of logo



Do NOT rotate logo



Do NOT change logo typeface

· CLEAR SPACE ·



T = CLEARSPACE

The "T" in Cryptwalkers turned 90° is to be used to measure the clear space around the primary logo. No other elements or the edge of the page can enter the clear space boundary.



T = CLEARSPACE

The nose in the skull symbol turned 90° is to be used to measure the clear space around the secondary logo. No other elements or the edge of the page can enter the clear space boundary.

· COLOR STUDY ·

A cool, desaturated color palette represents the calm, somber beauty of a cemetery. Victorian Teal, Bone White, and Night Sky Blue are the main colors, but tints and shades may be used for accents.

BONE WHITE

663 C

C: 8 M: 7 Y: 10 K: 0

R: 323 G: 229 B: 223

#e8e5df

VICTORIAN TEAL

5415 C

C: 66 M: 36 Y: 39 K: 1

R: 101 G: 136 B: 149

#658895

NIGHT SKY BLUE

534 C

C: 89 M: 69 Y: 41 K: 20

R: 44 G: 77 B: 104

#2c4d68

· TYPE STUDY ·

SOCIAL GOTHIC MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*

()_+ -= {} [] \ : " ; ' < > , . ? /

Social Gothic Medium is used for headings. It resembles the hand-carved sans-serif typeface used on gravestones during the 19th century.

Neue Kabel Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*

()_+ -= {} [] \ : " ; ' < > , . ? /

Neue Kabel Medium is used for body copy. It is a clean, readable font that can be used for smaller type.

· TEAM UNIFORM ·



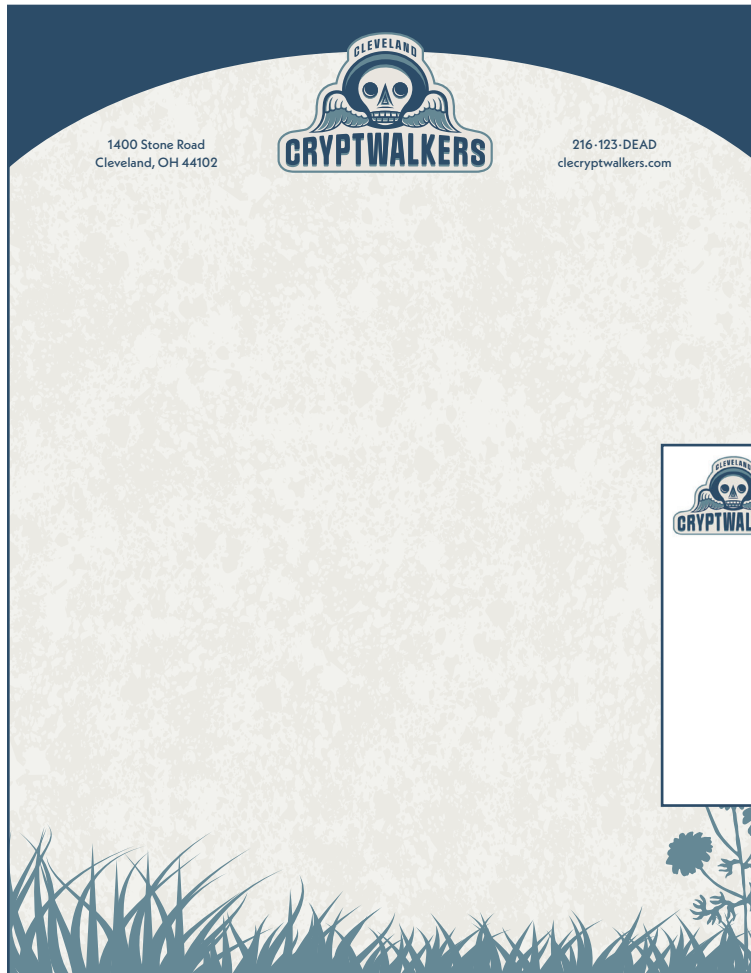
Sweatshirt Front

The Cleveland Cryptwalkers sweatshirt is to be worn at every official team event. Uniforms must show the primary logo on the front and the team member's name and member number on the back.

Sweatshirt Back



· IDENTITY SYSTEM ·



8.5" x 11" Letterhead



Business Card



#10 Envelope

The above letterhead and envelope is used for external mail correspondence.

The business card is customized with the name and contact information of each team member.

· IDENTITY SYSTEM ·



Identity System Mockup



CLEVELAND CRYPTWALKERS

clecryptwalkers.com
216·123·DEAD
1400 Stone Road
Cleveland, OH 44102