brand
book

a cure for
confusion

by adbusters

a

the guide to
your stance on life
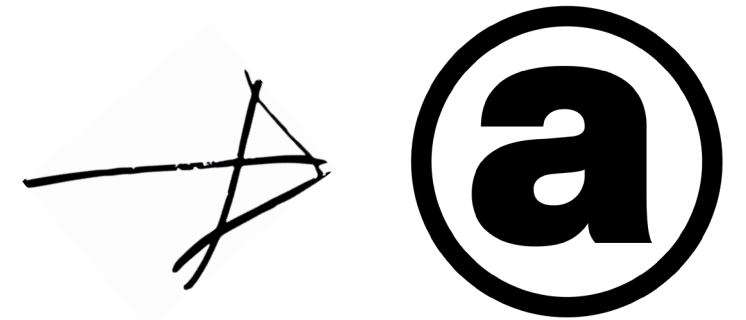
behind the brand

🙄

brand identity

behind the
brand

brand story

the latest addition to Adbusters

Adbusters magazine is the people's bi-monthly journal of the mental environment.

a cure for confusion stems from Adbusters magazine to offer the chronically-online youth a gateway to understanding life's complexities, constructs and philosophies that they generally view as unapproachable.

We exist to provide understanding of the systems that make up what we know as our advanced society; our **politics, economics, technology, aesthetics and environment**. Hold on a minute, let's address the things we're just expected to know but are never explicitly taught. This brand raises a hand above in the fog of doom-scrolling to say let's have a conversation and pull apart the discourse we are immersed in. Let's make sense of it in a greater context and make sure we're not losing touch with the world and letting the old people who messed it up in the first place keep calling all the shots.

This is **the guide to your stance on life**.

vision &
mission

Let me tell you.

vision

to provide perspective on the things that are little explained but you're expected to know.

mission

to create entry points to politics and activism by bringing them to a less intimidating level.

our values

personal growth

We work with the ideology that everyone deserves to grow and develop perspective, so we provide them the chance to do so.

Take when you feel is necessary, never forcefully.

200mg

awareness

We exist to give our audience core knowledge that fosters an awareness of the world and societal structures they were previously missing.

Take with caution: don't mix with fake news or believing everything you see on the internet.

400mg

opportunity

Life can seem limited and hard to control so we offer opportunity for learning that will always be there.

Take whenever given but remember there will always be more.

180mg

tone of voice

a cure for confusion

*To differentiate this voice from that of Adbusters' main brand, we speak in a more casual and matter of fact manner

relaxed

inviting

a little bit funny (not hilarious)

CITISCAN - Radiology
2018CS0012503-1

i am at peace and in charge of my own destiny

lol

brand identity

logo

keep it simple,
use it anywhere.

full logo for general use:

a cure for confusion @

text only:

a cure for confusion

icon:

@

with reference to Adbusters:

a cure for confusion @
by adbusters

@
by adbusters

applications:

a cure
the series

a cure:
the series
brief &
treatment

*Disclaimer:
As we are part of Adbusters Media Foundation spoof ads and misuse of logos is in our nature, we are never too strict about the placement, use and white space surrounding the logo, just use it however works.

colour
guide

*these are our brand colours
but we also welcome the use and
combination of others.

Plastic pill pink
Used for accenting and
design features

RGB: 214, 96, 91

CMYK: 12, 73, 58, 2

no. d6605b

Mellow yellow
Primary brand colour

Blood bank red
Secondary brand colour

RGB: 184, 4, 4

CMYK: 18, 100, 100, 10

no. b80404

Mindless mid-grey
Used for backgrounds
and overlapping text

RGB: 211, 205, 205

CMYK: 20, 18, 17, 1

no. d3cdcd

Money mint
Used for accenting and
design features

RGB: 127, 165, 155

CMYK: 55, 21, 40, 4

no. 7fa59b

Plaster peach
Tertiary brand colour

RGB: 231, 183, 154

CMYK: 9, 33, 40, 1

no. e7b79a

RGB: 254, 203, 72

CMYK: 5, 20, 79, 0

no. f5cb48

Just black
Used for
text and
accenting

typography

OUCH

*handwriting is an Adbusters signature, we use it to carry a personified voice

display & logo
Creato Display

our primary font is creato display because it is so easy to read and often found on medical packaging.

it is always used always without capitalisation as a reference to our logo and to give a laid back impression.

we like big text

Body & other
Alte Haas Grotesk regular & bold

When we need to explain something with more words we use Alte Haas Grotesk regular.

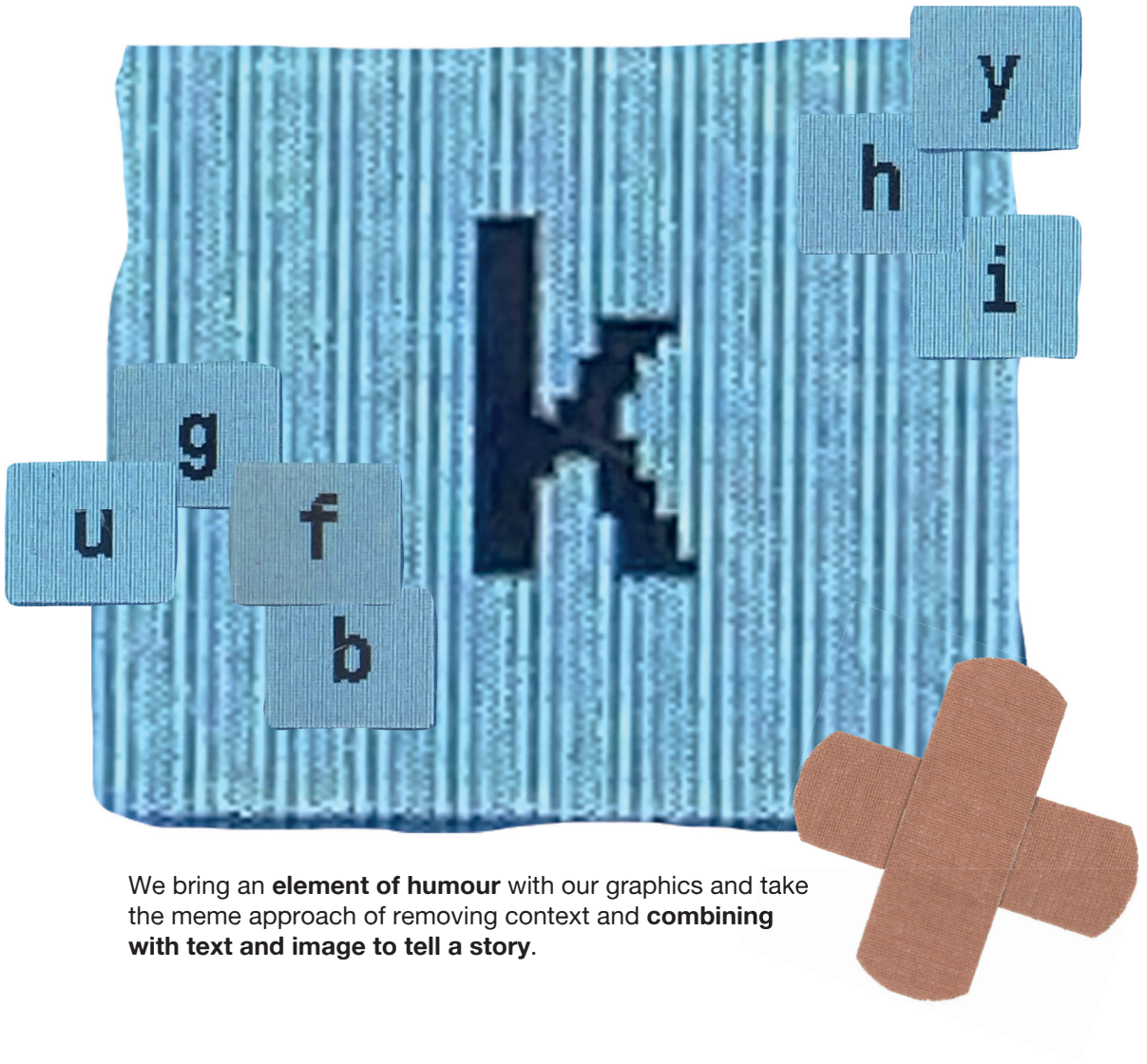**When we want to make a point we use it in bold!**

Decorative
Merchant double size & copy

We use Merchant double size for graphic text incorporated in the series itself as a design element.
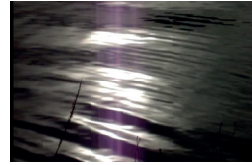
23

graphics

cut + paste
collage

y
h
i

g
u
f
b

We bring an **element of humour** with our graphics and take
the meme approach of removing context and **combining
with text and image to tell a story**.

Idk what to think

Just tell me what to do

imagery

who says
pixels
aren't
quality?

We **mimic the deterioration of images** through being passed around on the internet, use **vibrant pops of colour**, zoom into **details**, catch **movement** and embrace texture.

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ADBUSTERS

MEDIA FOUNDATION