

May 13, 2025

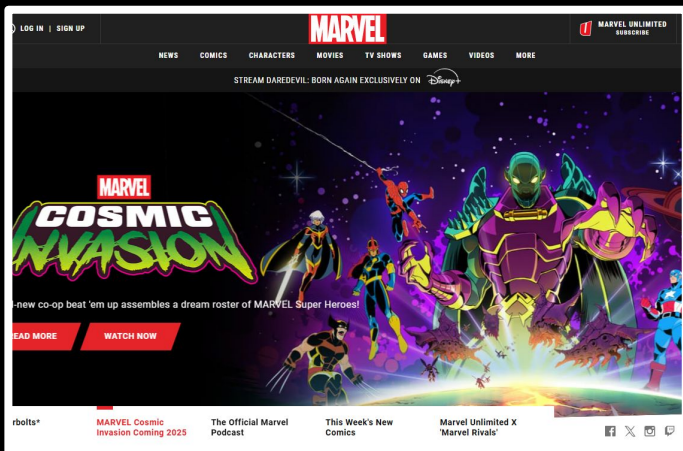
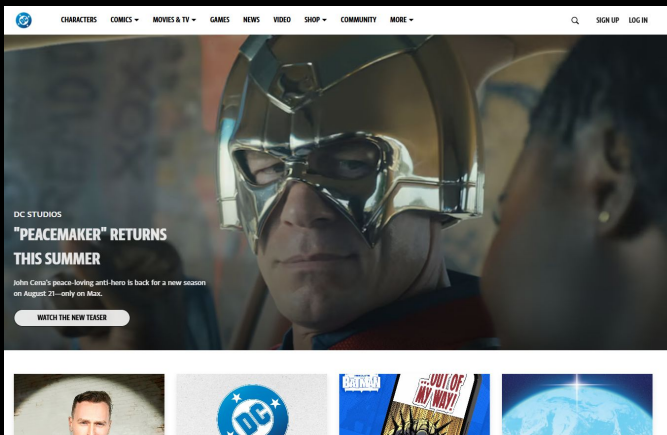
Avery Solt

SOME comics



Brand Pitch

**SOME Comics is an independent
science-fiction concept and comic publisher.**



Research



FINAL MOODBOARD + COLORS



LOGO DESIGN PROCESS - SKETCHES

I wanted the logo to have a blocky comic panel feel. The O is representative of a galaxy, since this is intended to grow into a comic universe full of characters and stories.



LOGO DESIGN PROCESS - DRAFT

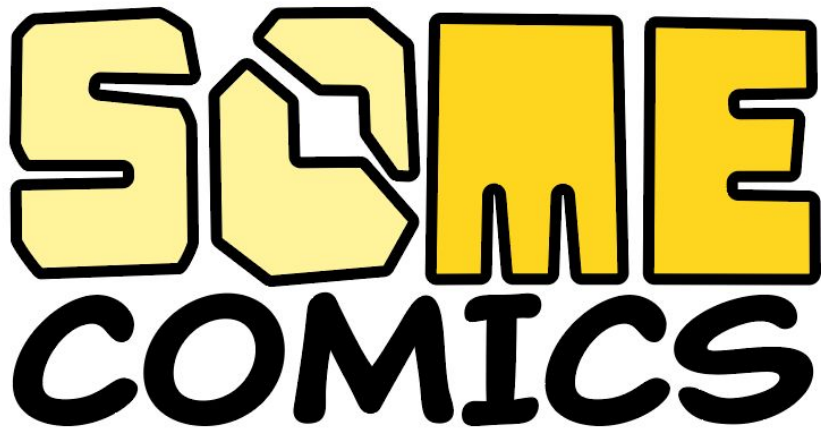
This was the original logo design, and I actually used it on all of the deliverables at first. But then, I realized that the S looked a lot like a 5, so I opted to change it.



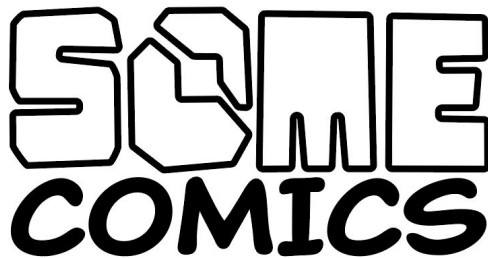
Final Logo:

The change was well-worth it.

I ended up choosing an analogous color pallet, based on the yellowed pages of old comic books.



SOME
COMICS

The final logo is presented within a white rectangular frame. It features the word "SOME" in a large, bold, blocky font with a yellow fill and a thick black outline. Below it, the word "COMICS" is written in a smaller, bold, black sans-serif font.

SOME
COMICS

The same logo is shown within a white rectangular frame, but with the "SOME" text having only a black outline and no fill, while "COMICS" remains black.

Brand Style Guide

LOGO GUIDELINES (Correct and Incorrect Usage)

COLOR



DEFAULT LOGO (Color)



DEFAULT LOGO (Black OR White)

- Other line and fill colors are acceptable (See *ALTERNATIVE COLORS*).



ALTERNATIVE COLORS

- Must be a relevant color or graphic according to the corresponding material (Example: red logo on a red and black comic cover).



FILL AND STROKE COLORS
MUST NOT BE THE SAME.

LOGO GUIDELINES (Correct and Incorrect Usage)

LINE



DEFAULT LINES (Logo+Type)



LOGO (Excluding Type)



ALTERNATIVE LINE WEIGHT
NOT ACCEPTABLE.



NO EXCLUDING OUTLINE.



NO ALTERNATIVE TYPE
PLACEMENT.

BRAND GUIDELINES

TYPE



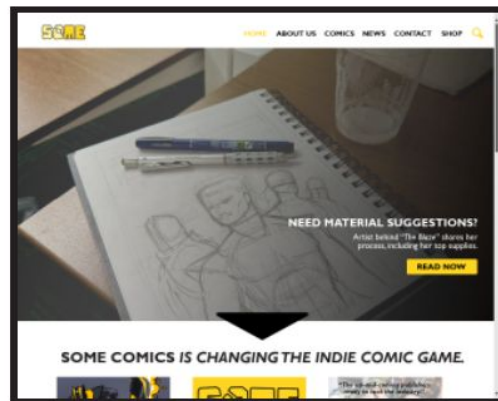
CLASSIC COMIC MEDIUM
- ALTERNATIVE LOGO FONTS
NOT ACCEPTABLE.

GILL SANS MT - BOLD
GILL SANS MT - BOLD ITALIC
GILL SANS MT - REGULAR
GILL SANS MT - ITALIC

ARIAL ROUNDED MT BOLD



COLOR/LOGO USAGE EXAMPLES:

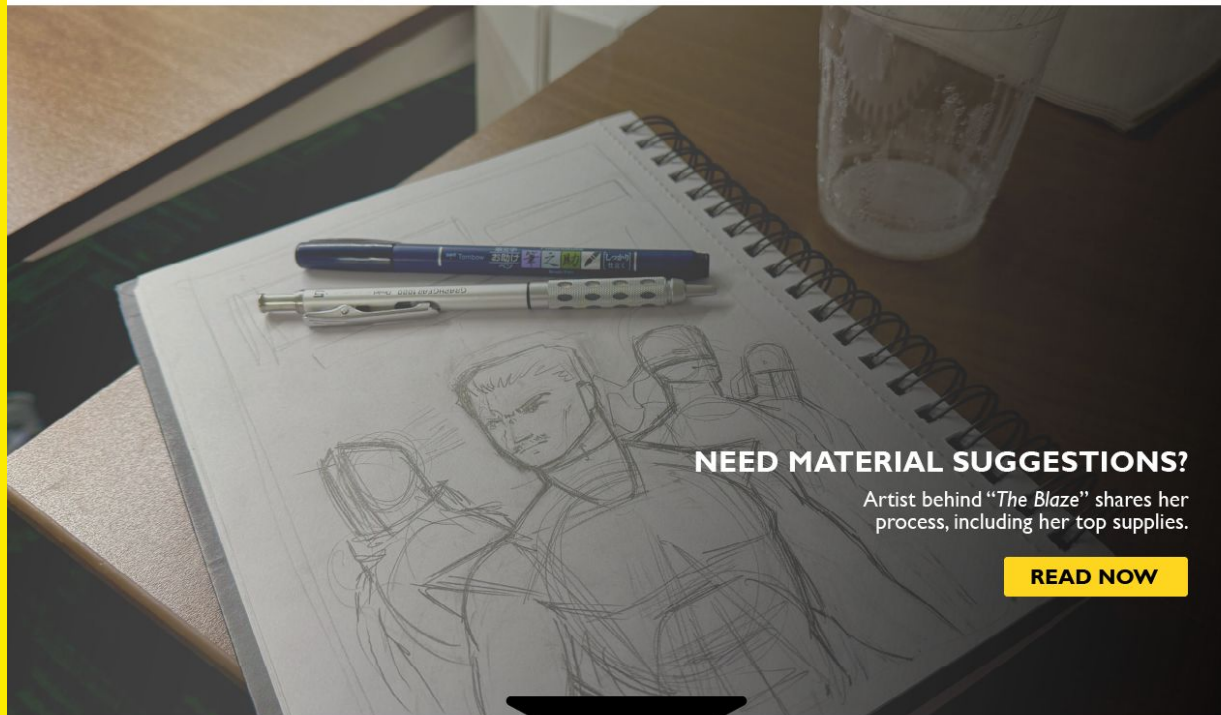


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Merchandise Mockups



Website



NEED MATERIAL SUGGESTIONS?

Artist behind "The Blaze" shares her process, including her top supplies.

[READ NOW](#)

SOME COMICS IS CHANGING THE INDIE COMIC GAME.



Thank you!

I've been brainstorming this project for a long time, so I have been extremely excited for this excuse to expand upon it.

