

LIFE Style Guide

Questions? Email bob.beard@asu.edu

ARG Name/Brand:

Frankenstein L.I.F.E.
www.frankenstein.life

Company Description:

The Frankenstein Laboratory for Innovation and Fantastical Exploration (L.I.F.E.) is dedicated to the exploration of human life through science and learning. Founded by Dr. Tori Frankenstein it boasts a state of the art scientific center studying what makes us human.

L.I.F.E. partners with museums all over the United States and hosts a digital library of antique scientific equipment and documents that showcase the history of science exploration.

The lab sends out special invitations to a handful of promising students each year to work with the L.I.F.E. staff – these interns are picked in a scientific selection process that finds hidden talents and ways of seeing and thinking.

Come to LIFE.

Hashtags:

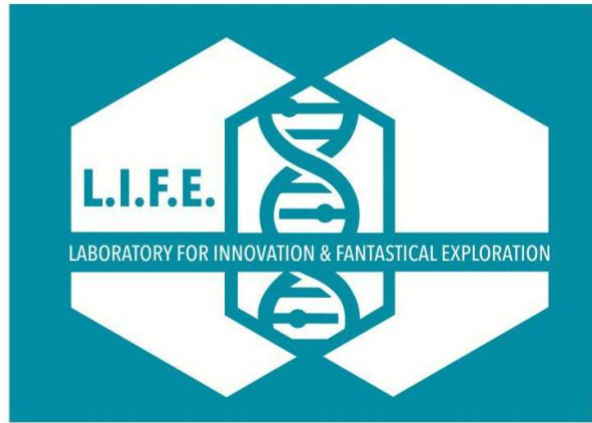
#Frankenstein200
#ComeToLIFE

Logo:





Alternative single color options



minimum
reproduction
1.5 in high



Fonts:

HEADER 1

Avenir Next Condensed Bold Allcaps 24/30

HEADER 2

Avenir Next Condensed Regular Allcaps 18/24

Header 3

Avenir Next Condensed Regular Title case 16/22

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

Avenir Next Condensed Light Sentence case 12/16

Headers:

Avenir Next Condensed

Available through Adobe Creative Suite

Suitable (free) web substitutes for Avenir:

Roboto Condensed: <https://fonts.google.com/specimen/Roboto+Condensed>

Suitable Microsoft default font substitute: [Verdana](#)

Colors:

neutrals



rich black

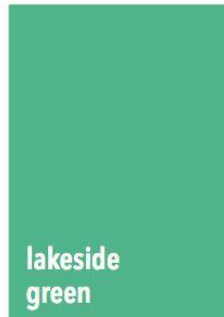
C 75% R 10
M 68% G 10
Y 67% B 10
K 90% #0A0A0A

central colors



monster green

C 30% R 169
M 3% G 186
Y 100% B 43
K 12% #A9BA2B



lakeside green

C 66% R 80
M 0% G 189
Y 56% B 147
K 0% #50BD93



arctic sea blue

C 66% R 0
M 0% G 152
Y 56% B 183
K 0% #0098B7

Notes:

- Use periods when referring to L.I.F.E. except in slogans