VISUAL IDENTITY GUIDE · DIRECTION A · V01

Liberian Boy: The Immigrant Bargain

Key art · title · color · type
image treatment · CTA · delivery

01 · COLOR

Night
#0B0D12 · RGB 11 13 18
Grounds, poster base

Ivory
#F4EEE3 · RGB 244 238 227
Title, body on dark

Ember gold
#E3A23B · RGB 227 162 59
Subtitle, CTAs, dates

Kinship red
#C42B2B · RGB 196 43 43
Brush stroke only, never text

Deep gold
#8A5A12 · RGB 138 90 18
Gold on light paper

02 · TYPOGRAPHY

LIBERIAN

Cormorant Garamond 500 / 600 / italic. Title in caps, +2% tracking. Subtitle 600 caps, +26%. Taglines in italic.

COMING 2027

Oswald 300 / 400. Credits, billing block, labels, dates. Always caps, +8% to +42%.

Request a screener

Inter 400 / 500 / 600. Web UI, one-sheet body, social captions. All three families are open-source (SIL OFL).

03 · TITLE RULES

- One master lockup, always in this order: credit (optional), LIBERIAN BOY, gold diamond rule, THE IMMIGRANT BARGAIN, red stroke, tagline, COMING 2027. Scale it whole. Never rebuild it piece by piece.
- Clear space on all sides equals the cap height of “B” in BOY.
- Minimum stacked width: 240 px digital, 1.25 in print.
- Kickers (TEASER OUT NOW, FIRST LOOK) sit in a gold outlined box, Oswald caps.
- Never recolor the title, outline it, or set it over a busy area without a dark fade.
- Title, gold subtitle and tagline travel together on every titled asset. Only textless masters omit them.

04 · IMAGE AND HOOKS

- Key art: dawn-lit silhouette composite. Fade every crop into Night before type.
- Real stills: warm grade, light grain, no war, flag, map or airport imagery.
- Primary tagline: “The life we imagined. The life we lived.”
- Secondary: “There was never just one immigrant bargain.”
- Voice line: “I measure things for a living.”

05 · CTA SYSTEM

Watch the teaser | Hover / focus | Request a screener | Press inquiry | Disabled

06 · FILE NAMING

LB_IB_[Channel]_[Asset]_[Ratio]_[Variant]_[v##].ext
e.g. LB_IB_KeyArt_Master_27×40_Textless_v01.tif

07 · PRINT MASTER NOTE

Current art source is 1024 × 1536 px. A 27 × 40 in print at 300 dpi needs 8100 × 12000 px. Supply the original high-res art before the printer master. Type stays vector in the PDF.