

**KERNER**



# WHO WE ARE

(the two guys who aren't Draplin)



## CURTIS CONRAD

hometown: dayton, ohio  
favorite movie: interstellar  
loves bonzai trees

Curtis is a graphic designer with focuses in branding, typography, and digital illustration. Long before he knew the term "Graphic Design," he can remember being fascinated with brands. This fascination has now become who he is today. He strives to build brands that are timeless and versatile. Curtis is constantly trying to push himself, expand his comfort zone, and learn more.



## TANNER CHANEY

hometown: irvine, kentucky  
favorite movie: goodfellas  
loves professional wrestling

Tanner is a graphic designer with focuses in branding, typography, motion design and publication. Having grown up with a factory working mom, he appreciates the detail and human element that goes into making the most everyday products, an appreciation he hope showcases itself in his design work.

**kerning**

the spacing between (letters or characters)  
in a piece of text to be printed



curtis

tanner

curtis + tanner = curner (kerner)

Kerner was established to create a brand that clients will come to trust and love with the projects they are most passionate about. We want to create a platform that allows us to best showcase our work and passions as designers. Whether that's an avenue for branding, typography or interactive design, we believe we can create a successful brand that embodies the same spirit and drive we put into all of our work.



**KERNER**

Dark Logo - For use on any light background aside from mid-grey or any saturated color

Grey Logo - For use on any mid-grey background or if a more subdued version of logo is needed

White Logo - For use on any dark, color or picture background, unless not applicable

**KERNER**

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Secondary Logo: Kerner Studios to be used only in situations deemed acceptable. Large scale prints, more professional settings and situational uses are all fair use with this secondary mark. All color uses fall in line with the previous mark. NOTE: when using this logo, it must meet the required width (see facing page)

**KERNER**  
STUDIOS

**KERNER**  
STUDIOS



mark must be at least 3 inches wide  
when used

The following are abuses of our logo and are considered punishable by law in 48 States. Okay, not really, but please don't do these things

changing the color of the logo

**KERNER**

skewing the logo

**KERNER**

stretching the logo

**KERNER**

rounding the logo

**KERNER**

changing the logo kerning

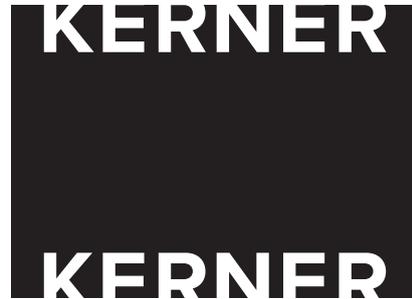
**K ERNE R**

Detailed here are acceptable uses and implementations of the logo. Note that all acceptable uses should be used in moderation in order to not obfuscate the intended brand in any way.

centered in a rectangle



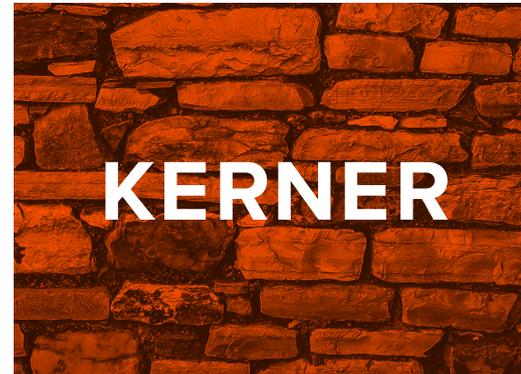
bleeding off a horizontal edge



in white, overlaying a color image



in white, overlaying an on-brand gradient mapped image (orange)



in a circle (for social media)



The following colors are the ones we want to associate with our brand. Mostly grayscale to keep it adaptable to any media, along with a specific cool grey as well as a vibrant orange to only be used in moderation to serve as a unique branding strategy for our brand.

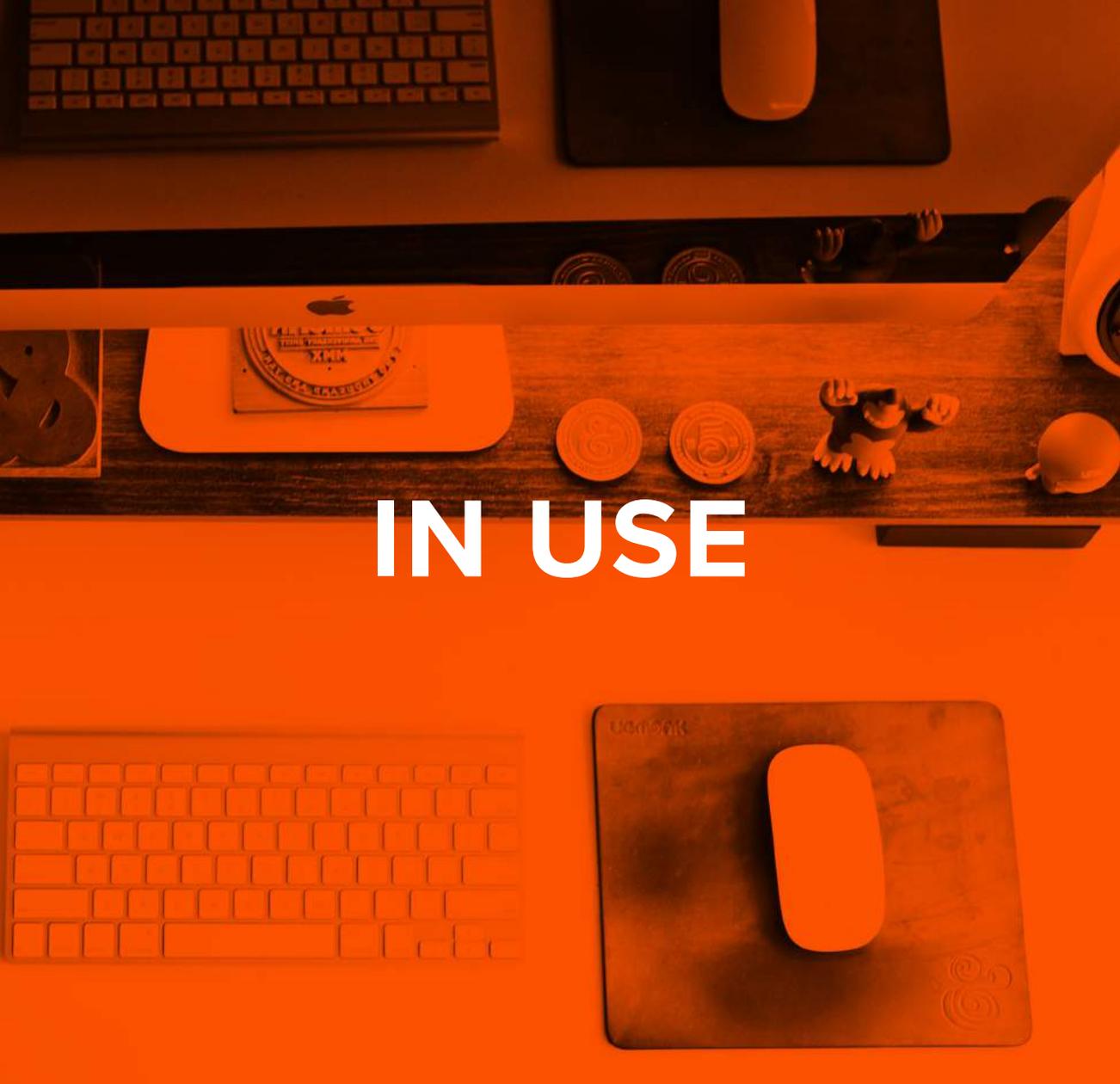


## ALL CAPS PROXIMA NOVA BOLD FOR HEADLINES

all lower case (aside from proper nouns) proxima nova bold for subheads

Avenir Light for body text

Sit, in porem volut ea se quo officaerio explitat pliberic iissit, et accaest min con rem deliqui demqui sunt tet quia con necturit faccabo. Itas autentibus accaboreium qui si nonseri omni omniet maximi, conse voloribus et aut que aut harciunt hici te reraerro velicatem quas aboriatem voloruntibea sus re doloremper sequi il molupta tiorempercit quis vendelit, essunt la sim eum sunt volupta tecatemolo dis aut volore abo. Reheni aut occatum facerias magnis alitae vellaborum volorrorat latur repel is as sed estruptatis min expernat pedit verum aut erumque maionet landani magnis nisin e



**IN USE**



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