

2020 REBRAND



STYLE GUIDE

WHO ARE WE

A MARKETING AGENCY THAT MAKE WAVES

We believe in pushing past the brink.
Evolving, not settling and driving gnarly results.

WHAT IS "CHACKA"

OUR PERSONALITY AND PERFORMANCE

Chacka is Hawaiian surfer lingo that means
"better than gnarly"

OUR CORE VALUES



BE ACCOUNTABLE

No matter how bad the weather gets - own it. Get feedback, be creative and take action.

BE PASSIONATE

We dive in, nose first.
We don't settle for anything less than excellent.

BE HUNGRY

We love the deep-end and choose to challenge the hell out of everything, repeatedly.

BE GROWTH-ORIENTED

Like a tsunami, the forces involved are large - and their effects can become massive.

LOGO VARIATIONS



Full Logo Mark



Logo Mark

LOGO COLOR USE



Color Variations

Color/Image Background

Requires Approval

OUR COLOR PALETTE

16308A

2186C8

168D6A

2E8B97

92455F

Primary

Secondary

Accent

TYPOGRAPHY



RIG SOLID
BOLD INLINE

Header | All Caps

TAHOMA BOLD

Sub-Head | All Caps

Tahoma Regular

Body Copy | Sentence Case

OUR BRAND VOICE

FAR OUT
STOKED
EPIC
GNARLY
AMPED
TUBULAR
WIPE OUT
SICK

Branded Terms

LET'S DIVE IN
STAY CURRENT
LET'S MAKE WAVES
WE ARE A "SHORE" THING
EVEN WHEN THINGS GET CHOPPY
WELCOME IN; THE WATER IS FINE

Branded Phrases

BRAND ASSETS



Gradients



Decorative Elements

BRANDED IMAGERY

ROYALTY FREE PHOTOGRAPHY

The next slide shows an assortment of acceptable brand photography. You may select your own images as long as they are high-resolution and evoke the same look and feel.



EMAIL SIGNATURE



Rad Regards,

Adrian Martell
Creative Lead

[w. chackamarketing.com](http://w.chackamarketing.com)
t. (813) 281-1217



SEARCH · SOCIAL · DISPLAY
CREATIVE · AMAZON · YOUTUBE



THANK YOU

QUESTIONS OR CONCERNS

Reach out to Adrian Martell
adrian.martell@chackamarketing.com