

NO
SMALL



BRAND GUIDELINES

ABOUT



ABOUT NO SMALL ENDEAVOR

No Small Endeavor, previously known as Tokens Show, began in 2008. Our philosophical and theological variety shows hosted throughout the Nashville area, along with our podcast and online shows, imagine a world governed by hospitality, graciousness and joy; life marked by beauty, wonder and truthfulness; and social conditions ordered by justice, mercy and peace-making.

BRAND CORE TENETS

THE GOOD LIFE

We're concerned with virtue over success, common good over getting ahead. We strive to present artful, intelligent conversations that spur you toward goodness.



RESPECTFUL

We offer a hospitable space for discussion. We are welcoming and warm, and we never talk down to anyone.



BREAKING DOWN FALSE DICHOTOMIES

We explore "third ways" of looking at tough issues. This means we also avoid being partisan. We want you to look deeper.



THOUGHTFUL

We are intellectual and curious. We carefully navigate issues in an ever-polarizing world. We elevate art and storytelling with excellence.



LOGO

ABOUT THE TREE

Trees have long been used to represent life and growth in legends and literature. Their symbolism runs even deeper than their roots. Their strength, depth, symbiotic relationships, growth and death all embody so much of what No Small Endeavor is about. From a small acorn to a towering oak tree, the life of a tree is no small endeavor.

This particular illustration style is a nod to old wood carvings. It is a bygone yet timeless style harking back to the way we used to record our stories and pass them down throughout generations.





PRIMARY LOGO



HORIZONTAL LOGO



CREST LOGOS



SHORTHAND LOGOS



PRIMARY LOGO



HORIZONTAL LOGO



CREST LOGOS



SHORTHAND LOGOS



PRIMARY LOGO



HORIZONTAL LOGO



CREST LOGO



SHORTHAND LOGO



PRIMARY LOGO – The primary logo is used in larger formats such as t-shirts, banners, posters, full screen applications, etc. It does not work well in smaller formats



HORIZONTAL LOGO – The horizontal logo was created for vertically truncated applications. It is specifically for the website header.



CREST LOGOS – The crest logos are the contained, full logos. They work well in almost any application large or small. Both work on various light and medium colored backgrounds, but the version with the solid filled is for dark backgrounds or on top of photos.



SHORTHAND LOGOS – The shorthand logos are sign-offs, and are reserved for places where the full name / logo are present elsewhere. The same color rules for the crest logos apply here.

Impermissible logos



Do not reverse out the tree symbol. The tree always needs to stay black. When reversed it resembles an x-ray or a cloud.



Do not alter or remove the crest.
Do not change the color of the logo.



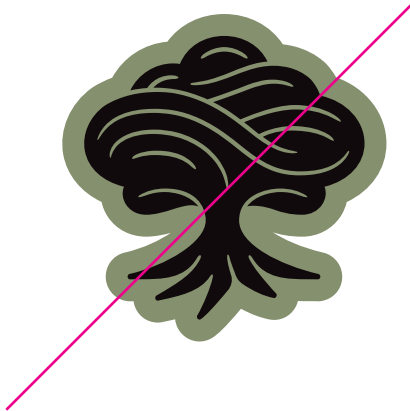
Do not alter the color of the crest.
The filled crest is always sandstone.



Do not alter the layout of the logo.



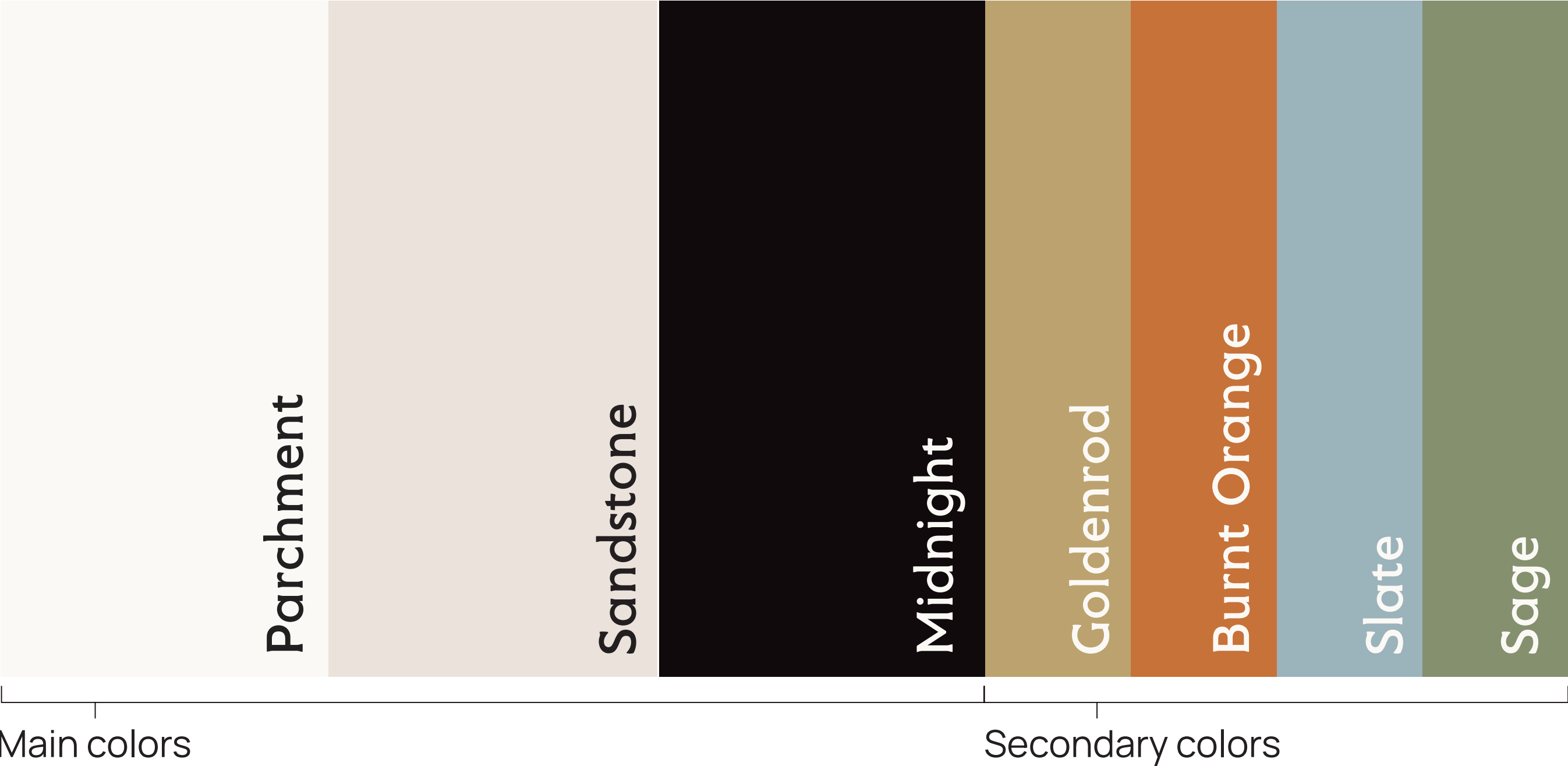
Do not alter the typography of the logo.



Do not create altered versions of the logo.

COLOR PALETTE

Color palette



Primary logo on brand colors

NO
SMALL



NO
SMALL



NO
SMALL



NO
SMALL



NO
SMALL



NO
SMALL



NO
SMALL



PODCAST ASSETS



The podcast artwork builds upon the logo. It follows the same woodcut style, but creates an Eden-like scene of a life rooted in goodness.

NO
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