



# ***LONE HUMAN*** **PRODUCTIONS**

---

## **BRAND GUIDELINES**



# CREATIVE DIRECTION

IN THE JOURNEY TO DEFINE YOUR  
**UNIQUE STYLE**, FINDING WHAT  
**DOESN'T CLICK** IS SOMETIMES  
THE PATH THAT GUIDES YOU TO  
**WHAT YOU TRULY RESONATE WITH.**

The ups and downs of life create the memories and stories we tell for generations to come. Finding unique ways to bring these stories to life is why I founded this company.

The content I produce is not intended to be perfect, but it needs to be **high quality** and **distinctively authentic**. Perfection kills creativity, and micromanagement makes innovation impossible. To make your vision come to life, you have to be able to take a step back and adapt to changes.

If you keep your focus on the grand vision, the road will always find a way. It may create new perspectives and go in directions you never expected, **but you will never fully realize your vision if you don't follow the road to get there.**



CREATIVE  
DIRECTION

PHILOSOPHY

VOICE  
& IDENTITY

LOGO

COLOR &  
TYPOGRAPHY

WHO IS  
LONE HUMAN





# PHILOSOPHY

Lone Human began back in 2015, when I was a freshman at Seattle University. I originally wanted to DJ and produce small events on campus, but was inspired to take on more. I had a lot of passion for my ideas, but no solid direction or resources to turn them into a reality. Feeling out of place, the name Lone Human came to mind, as I felt isolated taking this unconventional path.

The idea of comfort in solitude appealed to me, which pushed me to start using the name for my brand. It was a memorable name, and I carried it with me as I entered my career in film & entertainment production.

After spending the last 9 years working in nearly every section of live broadcasting, digital media creation, and entertainment production; I found the two roles I could do for the rest of my life. Production management & creative direction.

I love turning a napkin sketch into a full production, and it takes a team to make this happen.

I'm here to give you the resources needed to bring your vision to life.

## Storytelling is at the root of all communication, inspiration, education, tradition, and culture.

The way a story is communicated can change the world. It can be told in any way, in any medium, by anyone. It's the universal thread that connects generations, and preserves a history that would otherwise be forgotten.

Storytelling is more important now than ever. Without the resources to do so, many are left voiceless, with the stories and visions that vanish as soon as they do.

Everyone deserves a chance to **tell their story.**  
Everyone deserves a chance to **realize their vision.**  
Everyone deserves a chance to **make history.**

*Not everyone has the resources to make their vision come to life, **but every visionary deserves a chance.***

How do you tell your story?

CREATIVE  
DIRECTION

PHILOSOPHY

VOICE  
& IDENTITY

LOGO

COLOR &  
TYPOGRAPHY

WHO IS  
LONE HUMAN

### PRODUCTION SERVICES

PRODUCTION MANAGEMENT

PRODUCER SERVICES

VIDEOGRAPHER SERVICES

VIDEO EDITING

PHOTOGRAPHER SERVICES

PHOTO EDITING

DIGITAL MEDIA MANAGEMENT

### CREATIVE SERVICES

BRANDING & IDENTITY

DIGITAL CONTENT STRATEGY

GRAPHIC DESIGN

2D/3D MOTION DESIGN

WEBSITE DESIGN

AUDIO CLEANUP & SOUND DESIGN

SOCIAL MEDIA MANAGEMENT



# VOICE & IDENTITY

**The public appearance of the Lone Human brand needs to be consistent, and match the outlined voice & identity.**

These four characteristics are the strengths I wish to see in others. I believe in living what you teach, and that applies to the Lone Human brand.

This also applies to any project, public appearance, published work, or client. These are the main pillars of my philosophy, and are what makes my work stand out from others.

To be a part of the Lone Human brand is to embrace **adaptability, collaboration, emotional intelligence, and humanity.**

## ADAPTABILITY

Anything can change in a moments notice, so being able to adapt and keep a solution-oriented mindset separates my company from others.

This is to be understood without being directly communicated in messaging. Adaptability is in connection with **versatility, resourcefulness, and dexterous**. All of these characteristics apply to every part of the Lone Human brand and messaging, always focused on a solution.

## COLLABORATION

Collaboration is crucial for fostering innovation, leveraging diverse perspectives, and achieving collective goals through the combined strengths of individuals working together.

**Education, great communication, and resilience** are all factors in the voice of Lone Human. I don't hold back information, I teach so we can all grow.

## EMOTIONAL INTELLIGENCE

**Empathy, patience, and social-awareness** are the foundations for building and maintaining trust.

Everything messaged from the Lone Human brand needs to take the characteristics of emotional intelligence into account. I want to lead with a brand where everyone is welcome. So always lead with positivity, inclusiveness, and respect.

## HUMANITY

Nothing is more frustrating than receiving copy and paste response, poor communication, or lack of transparency. My brand cannot, and will never feel fake, disingenuous, exclusive or judgmental.

All communication needs to be **authentic, personable, and respectful**. Everything messaged should be first-person, conversational, and always inviting to everyone from all backgrounds.

CREATIVE  
DIRECTION

PHILOSOPHY

VOICE  
& IDENTITY

LOGO

COLOR &  
TYPOGRAPHY

WHO IS  
LONE HUMAN





# LOGO

MOCL

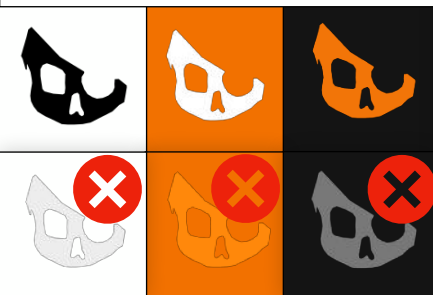


This skull icon was the very first logo made for Lone Human. Its odd design and features were created by accident when I corrupted file. Although it was originally an error, I loved the way it looked, and the origin of its design even more.

The name **MOCL** was a specific typo my father made while on the computer. He loved how it was so similar to my name Marc, and gave me the nickname throughout my upbringing.

Now it's placed across my content to pay homage to my journey, the origins of Lone Human, and to the beauty of making errors.

## MOCL - ACCENT



Please use the correct version over each type of background.

Use sparingly, only as an accent at the corners of a page or above the primary logo

### PRIMARY - VERTICAL

**LONE  
HUMAN**  
PRODUCTIONS

### PRIMARY - HORIZONTAL

**LONE HUMAN**  
PRODUCTIONS

### USES

White primary logo with **black subtext**

is used over white or bright backgrounds

**LONE  
HUMAN**  
PRODUCTIONS

**LONE HUMAN**  
PRODUCTIONS

White primary logo with **white subtext**

is used over black or dark backgrounds

**LONE  
HUMAN**  
PRODUCTIONS

**LONE HUMAN**  
PRODUCTIONS

Punch-out logo with **black subtext**

is used only in special occasions. With color gradients, or over light backgrounds.  
**Do not use over dark backgrounds.**

### LOGO BORDERS

**LONE  
HUMAN**  
PRODUCTIONS

20% of logo size separation

**LONE HUMAN**  
PRODUCTIONS

20% of logo size separation

CREATIVE  
DIRECTION

PHILOSOPHY

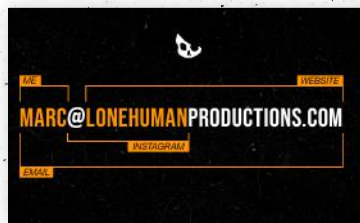
VOICE  
& IDENTITY

LOGO

COLOR &  
TYPOGRAPHY

WHO IS  
LONE HUMAN

LOGO  
FILES



Please use the **Lone Human Productions** logo correctly. Do not separate or modify any portion of the logo. Do not apply color on top of the logo. Do not rotate or warp the logo.

**LONE  
HUMAN**  
PRODUCTIONS

**LONE  
HUMAN**  
PRODUCTIONS

**LONE  
HUMAN**  
PRODUCTIONS

**LONE  
HUMAN**  
PRODUCTIONS

**LONE  
HUMAN**  
PRODUCTIONS

**LONE  
HUMAN**  
PRODUCTIONS

**LONE  
HUMAN**  
PRODUCTIONS

**LONE  
HUMAN**  
PRODUCTIONS

**LONE  
HUMAN**  
PRODUCTIONS



# COLOR & TYPOGRAPHY

## ACCENTS

### BLACK SCRATCHES BACKGROUND

Use as backdrop for text  
place into shapes for dimension

### WHITE SCRATCHES BACKGROUND

Use as backdrop for text  
place into shapes for dimension

Create  
dimension  
by layering  
shapes

## LAYERS



Add a title to a text box  
using slanted accents.  
Match colors to make  
text **pop**

BOOK IT

# HEADLINE -

## BEBAS NEUE

CAPS - REGULAR - 0.01<sub>EM</sub> LETTER SPACING

REGULAR ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Subtext -

Helvetica Neue | Bold - Medium - Regular - *Italic*

**Bold** abcdefghijklmnopqrstuvwxyz  
**Medium** abcdefghijklmnopqrstuvwxyz  
**Regular** abcdefghijklmnopqrstuvwxyz  
*Italics* abcdefghijklmnopqrstuvwxyz

## Paragraph -

Proxima Nova | Bold - Regular - *Italic*

**Bold** abcdefghijklmnopqrstuvwxyz  
**Regular** abcdefghijklmnopqrstuvwxyz  
*Italics* abcdefghijklmnopqrstuvwxyz

## FONTS

CREATIVE  
DIRECTION

PHILOSOPHY

VOICE  
& IDENTITY

LOGO

COLOR &  
TYPOGRAPHY

WHO IS  
LONE HUMAN

## COLOR & ACCENTS

WHITE

PRIMARY

#FFFFFF

LIFTED GREY

SECONDARY

#F4F4F3

ORANGE

ACCENT

#F27200

LIFTED BLACK

SECONDARY

#151515

BLACK

PRIMARY

#000000





# WHO IS LONE HUMAN?



2019

LONE HUMAN  
PRODUCTIONS

2020

LONE HUMAN  
PRODUCTIONS

2021

LONE HUMAN  
PRODUCTIONS

2022

LONE HUMAN  
PRODUCTIONS

2023

LONE HUMAN  
PRODUCTIONS

CREATIVE  
DIRECTION

PHILOSOPHY

VOICE  
& IDENTITY

LOGO

COLOR &  
TYPOGRAPHY

WHO IS  
LONE HUMAN

I'm Marc, also known as **Lone Human**.

I'm a producer, editor, & creative based out of Southern California, raised in Marin county.

I'm the proud owner of Lone Human Productions, my company for digital media production and creative services.

Launching and managing my own company has been a dream of mine since I started college at Seattle University in 2015. Back then, I worked small events as a DJ and lighting designer, running gear around campus in a dorm rolling cart, taking gigs at the last minute after another vendor dropped out, and doing the best I could with what I had at the time.

There were many long nights where my gear was damaged or stolen, false promises of payment, cancelations or no-shows, and self doubts in myself for attempting this unconventional path.

I kept telling myself that the work I am putting in will pay off, and to center my focus on the greater dream I had.

When I graduated, I was recommended for a position at Siteline Productions, based out of Seattle. At 22, I was given the opportunity of a lifetime: to work on live broadcasts for Amazon's Crown Channel. This was terrifying at first, as I have never had any experience in live broadcasting before. Facing my fears, I slowly became more confident in my role on the production team.

In time, I was given a chance to produce first show, "Fight Night" starring ActionJaxon & ChelseaBytes. As I became more confident as a production manager, I began applying this mindset to understand producing, graphic design, and multimedia editing.

Before I knew it, I was working on weekly live broadcasts, taking on a collection of roles for each production. During this time, I was also working on my own content and developing the foundations for Lone Human Productions. After 4 years of this life changing experience at Siteline Productions, I felt inspired to officially launch my own company.

I was given the confidence to take this leap by those who had given me a chance when I was just starting out. It's now my mission to give back, and support those who may not have the resources they need to make their dream become a reality. This led to my company's mission:

*Not everyone has the resources to make their vision come to life, **but every visionary deserves a chance.***



# THANK YOU!