



TUSK STRATEGIES

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Tusk Strategies is a 35-person team of some of the most talented and tenacious political, communications, and policy strategists in the country. For over a decade, we have worked with leading startups, established companies, and organizations willing to think creatively and challenge the status quo. Our teams take on and win complex multi-jurisdictional regulatory campaigns, pass groundbreaking laws, direct communications efforts that breakthrough the noise, and grow client businesses through unique partnerships and events. We work best when winning is the only option for our clients.

We speak everyday to new companies and organizations looking to build their market presence by smartly engaging in the political arena. Get in touch on LinkedIn with any of our team members or head to our website to learn more and to reach out.

“

*We're the people you call when you have a really big challenge and you have to win no matter what. We're expensive. We're intense. We're aggressive. We're not who you call to pull a building permit or to place one story in the media. We're who you call when you get a cease and desist order from Attorneys General in 43 states and you need to fight each of them off. We're who you call when you need a license from 18 different state insurance departments before you can launch. We're who you call when there's a federal or state or local rule that would destroy your EBIDTA and it has to be stopped. We're who you call when you want to change a social norm, legalize a totally disruptive product, win a really big and controversial procurement. We're not right for everyone or every situation. But when we are, I truly believe we're the best by far.*

**– Bradley Tusk, Founder**



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*This is a company that doesn't just give you a plan. We execute the plan and we win. We'll crash through the wall to make sure we deliver tangible results for our clients. And we are proud of our work. It's real and backed by results.”*

**– Chris Coffey, CEO**



# Full Color

This is the Tusk Strategies logo. The logo consists of the typeface Bebas Neue Pro Expanded Bold. The logomark is inspired by Piet Mondrian's 1930 painting *Composition with Red, Blue and Yellow* – painted nearly 100 years ago.

POSITIVE



REVERSE





# One Color

These are the one color versions of the Tusk Strategies logo in red, blue, yellow, black and white. These are to be used on backgrounds that compliment the respective logo well.





# Logomark

This is the Tusk Strategies logomark. As previously mentioned, it's inspired by Mondrian's 1930 painting. Abstract as it is, the colors are a representation of Tusk's range of clients past, present and future. The lines represent communicating something complex in a sublime way. The key themes are connectivity, balance, smarts and strength.

POSITIVE



REVERSE



# Wordmark

This is the Tusk Strategies wordmark. For circumstances in which the full logo or logomark cannot be executed properly, this variation can be used. Please make sure the background compliments the respective logo well.

**TUSK STRATEGIES**

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# Logo Usage

This is the safe zone for the Tusk Strategies logo. The *minimum* clear space is designated by the height of letter T. The *recommended* clear space is designated by double that. It's important that this safe zone is adhered to to prevent an overcrowded area.

Recommended Clear Space

Minimum Clear Space



# Typeface

The primary typefaces to be used for headings and titles are Bebas Neue Pro or FreightBig Pro (10 pt tracking). In digital marketing or promotional materials, these can be used for messaging purposes. The secondary typeface is Inter, with the main font being Inter Light for body copy.



PRIMARY

**BEBAS NEU PRO**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

**FreightBig Pro**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

SECONDARY

**Inter**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



# Color Palette

This is the color palette for the new Tusk Strategies brand and visual identity system. These colors are vibrant and have dynamic contrasts – just like our portfolio of clients. Visually, the palette is striking and stands out against the crowd.

HEX: #F21919  
RGB: 242 / 25 / 25  
CMYK: 0 / 99 / 100 / 0  
PANTONE 1788 C

HEX: #31B1FF  
RGB: 49 / 177 / 255  
CMYK: 62 / 18 / 0 / 0  
PANTONE 2915 C

HEX: #F7CC43  
RGB: 247 / 204 / 67  
CMYK: 3 / 18 / 85 / 0  
PANTONE 129 C

# Iconography

These are the two primary icons to be used for any type of marketing or promotional materials. These icons are inspired by Mondrian's 1930 painting. They are compact, energetic and lively. The icons can also be used in any internal or external documents.

POSITIVE



REVERSE



