

OUR STORY  
LOGOS  
CONTACT

## OUR STORY

Brass Lion Entertainment is more than a name—it's creating cultural moments that excite, inspire, and resonate. The lion, a symbol of courage, strength, power, and African heritage, thrives within a communal system based on teamwork and unity. Brass, one of the most durable metals, embodies strength, durability, balance, and lasting impact. We create meaningful change by moving

authentically and staying true to ourselves. Breaking barriers so others feel seen and heard is more than our mission—it's our passion. Through timeless experiences crafted and curated with quality and intention, we are the MCs of the future.

**Dope entertainment. All culture. No vulture.**

# LOGOS



## LOCKUPS

Our logo comes in two variations: Vertical and Horizontal. Whenever possible, use the Vertical logo on a dark background as it is our preferred presentation. The Horizontal version should only be used when space constraints or specific design requirements dictate otherwise.

VERTICAL



VERTICAL



HORIZONTAL



HORIZONTAL





**BRASS  
LION**  
ENTERTAINMENT



**BRASS  
LION**  
ENTERTAINMENT



**BRASS  
LION**  
ENTERTAINMENT



**BRASS  
LION**  
ENTERTAINMENT



**BRASS  
LION**  
ENTERTAINMENT







## CLEAR SPACE

Our logo requires a clear space around it to ensure visibility and impact. Maintain a minimum clear space equal to 50% width of the vertical lockup, and 100% the height of the horizontal lockup, on all sides. No text, graphics, or other elements should infringe

upon this space. In digital applications, ensure this space is responsive and scales appropriately with the logo size. For print, measure this space physically. Exceptions must be approved to maintain the logo's integrity and legibility.



ABOVE 100PX WIDE  
IS OPTIMAL



NO SMALLER THAN  
100PX WIDE



SMALLER THAN  
100PX WIDE



NO SMALLER THAN  
24PX WIDE

## VERTICAL SPACING

Use our vertical logo at a size where all elements are legible and recognizable. For digital use, the minimum width is 100px for vertical. Widths smaller than 100px should use the logo mark bug. Larger sizes are encouraged for better visibility; scale proportionally.

Avoid stretching or compressing the logo. In cases where the logo must be smaller due to space constraints, seek approval from the brand team to ensure readability. Always maintain the aspect ratio for consistency across all media.



## HORIZONTAL SPACING

Use our horizontal logo at a size where all elements are legible and recognizable. For digital use, the minimum height is 86px. Smaller heights should use the logo mark bug. Larger sizes are encouraged for better visibility; scale proportionally. Avoid stretching or compressing the logo. In cases where the logo must be smaller due to space constraints, seek approval from the brand team to ensure readability. Always maintain the aspect ratio for consistency across all media.

ABOVE 68PX HEIGHT  
IS OPTIMAL



NO LESS THAN  
86PX HEIGHT



SMALLER THAN  
68PX HEIGHT



NO LESS THAN  
16PX HEIGHT



## THE LION HEAD

Our lion head logo embodies the strength, courage, and heritage of marginalized communities. The lion, symbolizing African resilience, combined with brass, signifying the preciousness of these untold stories. It represents our commitment to diversity, inclusion, and groundbreaking storytelling in redefining entertainment.



## THE LION HEAD BADGE

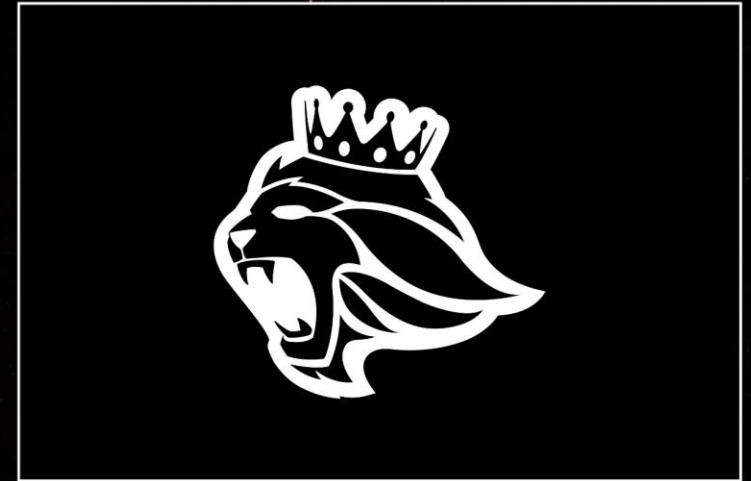
The lion head badge, with the added backer, enhances visibility and impact. This backer accentuates the mark, making it ideal for stickers, merchandise, promotional materials, and digital platforms. The backer ensures the logo stands out as symbol of strength, power, and visibility.



THE LION HEAD BADGE COLOR



THE LION HEAD BADGE B&W



THE LION HEAD BADGE INVERTED



## INCORRECT USAGE

Incorrect logo use includes an array of abuses as illustrated to the right including, but not limited to, stretching or distorting, altering colors, placing the logo on busy or low-contrast backgrounds, rotating or inverting the logo, adding drop shadows or outlines, flipping logo elements and more. Always maintain the logo's integrity for brand consistency. Please seek brand approval if you've any questions. When in doubt, don't.



DON'T TRANSFORM



DON'T SCALE



DON'T RECOLOR OR FILL



DON'T ADD EFFECTS



DON'T FLIP



DON'T OBSTRUCT



DON'T REDUCE OPACITY



DON'T INVADE MARGINS



DON'T PLACE ON GRAPHICS

# CONTACT



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SOCIALS





