EMBERHOUSE

MEDIA GROUP

Built like a film.
Designed for business.

Emberhouse Media Group brings the craft, intention, and discipline of filmmaking to the stories businesses need to tell.

PRIMARY TAGLINE

“Your story deserves to be told like a film.”

CORE AUDIENCE

- Marketing and communications leaders
- Brands, agencies, and internal creative teams
- Organizations that value production quality without unnecessary production bloat

BRAND ESSENCE

Cinematic storytelling built on strategy and craft.

PRIMARY PROMISE

Make business communication feel intentional, human, polished, and worth watching.

What Emberhouse should stand for

01

INTENTION

Every creative choice should serve the objective, audience, or story - never exist just to look expensive.

02

FILM CRAFT

Lighting, sound, cinematography, editing, color, and pacing are storytelling tools - not decoration.

03

HUMANITY

Even technical or corporate subjects should feel clear, natural, and grounded in real people.

04

RIGHT-SIZED

Scale production around what the project needs. Premium does not automatically mean oversized.

PREFERRED POSITIONING LANGUAGE

Strategic storytelling for modern brands. • Cinematic production built on strategy and craft. • Production value without unnecessary complexity.

Use the logo as a signature, not decoration.

EMBERHOUSE
MEDIA GROUP

PRIMARY LOCKUP



HOUSE + FLAME MARK

Default: full-color logo on Ember Navy or very dark neutral. Use the white version when the full-color mark would lose contrast.

Protect the mark.

- Keep original proportions. Never stretch, skew, rotate, or crop.
- Do not redraw, trace, simplify, or ask AI to recreate the logo.
- Do not change the house, flame, wordmark, or “MEDIA GROUP” colors independently.
- Do not add extra glow, outline, bevel, stroke, drop shadow, or 3D treatment.
- Do not place the full-color logo over busy photography.
- Do not turn the flame into a recurring clip-art motif.

CLEAR SPACE



Maintain at least 10% of the mark width on every side. Give the full lockup even more room whenever possible.

MINIMUM DIGITAL SIZE

Full lockup: 180 px wide minimum. House mark: 48 px wide minimum.

Dark, warm, restrained.

EMBER NAVY

#121A25

Primary background. Default canvas for branded graphics.

EMBER COPPER

#C4743E

Primary brand accent for headlines, rules, icons and selected type.

DARK COPPER

#B86231

Permitted secondary tone for gradients, shadows, depth and darker accents.

CHAMPAGNE

#CBB989

Secondary accent for premium detail, labels and logo architecture.

FLAME GOLD

#EA9D00

Logo-derived accent. Use sparingly outside the flame.

WARM WHITE

#F3EFE6

Utility text and light neutral. Softer than pure white.

NEAR BLACK

#090D12

Secondary dark neutral for image mats and deeper contrast.

LOGO RULE

Logo colors are fixed.

Never recolor or approximate the Emberhouse logo using palette swatches. Use approved logo artwork as supplied.

Typical composition: 70–85% navy/dark neutral, 10–20% warm white/champagne, 5–10% copper family. Flame Gold should remain rare and logo-led.

Confident, geometric, uncluttered.

PRIMARY FAMILY

GOTHAM

Use Gotham wherever the brand font is available. If it is not available, use a clean geometric sans-serif substitute.

HEADLINE / BOLD

SUBHEAD / MEDIUM

Body copy / Book or Regular

HIERARCHY

- Headlines: Gotham Bold or Black. Prefer concise language.
- Subheads: Gotham Medium. Clarify without competing.
- Body: Gotham Book/Regular with comfortable line length.
- Micro labels: uppercase, tracked out, champagne or copper.

SPACING

- Use generous margins and negative space.
- Avoid more than two weights on one social graphic.
- Never distort type to fill a box.
- Verify every AI-generated word before publishing.

Cinematic without becoming a cliché.

- Use real Emberhouse work, real client environments, and real behind-the-scenes imagery whenever available.
- Favor directional light, deliberate contrast, controlled highlights, natural skin tones, and depth.
- Composition should feel intentional: clean frames, separation, and purposeful negative space.
- Color should be rich and filmic, not aggressively orange/teal or over-saturated.
- Choose moments with human behavior, process, scale, texture, or story.

AVOID

- AI-generated faux BTS or fake client work
- Generic stock-photo aesthetics
- Film strips, clapperboards, camera icons, fake sprocket holes
- Heavy lens flares, sparks, smoke, glowing embers, or literal fire effects
- Over-processed HDR, crushed skin tones, or neon gradients

Editorial first. Effects second.

INSIGHT

CORPORATE
VIDEO
DOESN’T
HAVE TO
FEEL
CORPORATE

CASE STUDY

SHOW
THE SCALE
BEHIND
THE
PRODUCT

EMBERHOUSE

STRATEGY.
STORY.
CRAFT.

Design cues: strong type hierarchy, large margins, one accent color, thin rules, subtle texture, and deliberate asymmetry.

Make the feed recognizable before the logo is read.

DEFAULT FORMAT

1080 × 1350 px (4:5) for most LinkedIn, Instagram, and Facebook feed graphics. Use square only when needed.

COMPOSITION RECIPE

- One idea per graphic.
- Headline: usually 3-8 words with a clear visual break.
- Optional supporting line: one short sentence, not a paragraph.
- Logo: small, quiet, and real - never AI-recreated.
- Keep a consistent 8-10% safe margin.

CONTENT FAMILIES

- Thought leadership / educational typography
- Case-study or project feature
- Client testimonial / review
- Service / capability spotlight
- Behind-the-scenes with real photography
- Blog / Behind the Flame promotion

EFFECTS

Subtle grain, soft vignette, or a restrained warm flare may be used at low intensity. Effects should never compete with the message or turn the brand into a “fire” theme.

Confident. Human. Specific.

SOUND LIKE THIS

- Short, declarative sentences with a clear point of view.
- Film language when it explains craft - not to show off.
- Business-aware: connect visual choices to audience, message, trust, or clarity.
- Plainspoken and intelligent. Premium without repeatedly saying “premium.”
- Restraint. One strong sentence beats five inflated ones.

AVOID THIS

- “Lights, camera, action.”
- “We bring your vision to life.”
- “Next-level content,” “game-changing,” “epic,” or “cinematic magic.”
- Empty marketing jargon, fake urgency, and excessive exclamation points.
- Writing that sounds like a production company talking only to filmmakers.

MESSAGING PATTERN

Lead with the problem or insight. Explain the principle. Show what Emberhouse does differently. End with a simple, confident takeaway or invitation.

Build the GPT around the brand - not around “AI style.”

UPLOAD TO GPT KNOWLEDGE

- This Brand Guidelines PDF
- Primary full-color logo and house mark
- White full logo and white house mark
- 3-5 approved Emberhouse social graphics as references
- Project stills or BTS only when you want them used

CORE BEHAVIOR

- Generate the graphic when asked - not just a description.
- Use design-only layouts by default when no real image is provided.
- Never fabricate client work or fake behind-the-scenes photography.
- Treat the uploaded logo as immutable artwork. Never redraw it.
- Check spelling, hierarchy, safe margins, and brand colors before presenting.

COMPANION FILE

Use the supplied “Emberhouse Social Graphics GPT Prompt” as the custom GPT Instructions. This guide remains the source of truth for visual and verbal brand decisions.