

## MINI BRAND STYLE GUIDE



### PRIMARY LOGO



### SECONDARY LOGO



#### SQUARE



#### RECTANGLE



A primary logo with background color



Use a secondary logo for a small space



### COLORS



HEX #002060  
RGB: 40 32 96  
CMYK: 100 84 30 24  
PMS: 624

HEX #C0392B  
RGB: 194 57 43  
CMYK: 30 57 40 0  
PMS: 688

HEX #333333  
RGB: 51 51 51  
CMYK: 40 50 50 24  
PMS: 680

HEX #F0E68C  
RGB: 240 230 140  
CMYK: 10 20 0  
PMS: 602

HEX #F08080  
RGB: 240 128 128  
CMYK: 0 30 50 0  
PMS: 688

### FOUNTS

Use for H1, headline, titles, quote

#### FreightNeo Pro

Light      Light Italic  
Book      Book Italic  
Medium      Medium Italic

Use for H2, H3, sub-headline, body text

#### Quasimoda

Light      Light Italic  
Regular      Regular Italic  
SemiBold      SemiBoldItalic

### DESIGN ELEMENTS



“Baking is done out of love, to share with family and friends, to see them smile.”

- Anna Olson

# Sample Brand Style Guide

**Katrin Zwirgmaier**



**Sample Brand Style Guide:**

## Unveiling the Magic of Words: A Report on "**Sample Brand Style Guide**"

In a global defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their capability to kindle emotions, provoke contemplation, and ignite transformative change is really awe-inspiring. Enter the realm of "**Sample Brand Style Guide**," a mesmerizing literary masterpiece penned with a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve in to the book is central themes, examine its distinctive writing style, and assess its profound effect on the souls of its readers.

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