

 alacrán studio

design style guide

A Breakthrough of of Alacrán Studio

July 2022

contents

logo

Primary.....	1
Secondary	2
Sub-Mark	3

typography

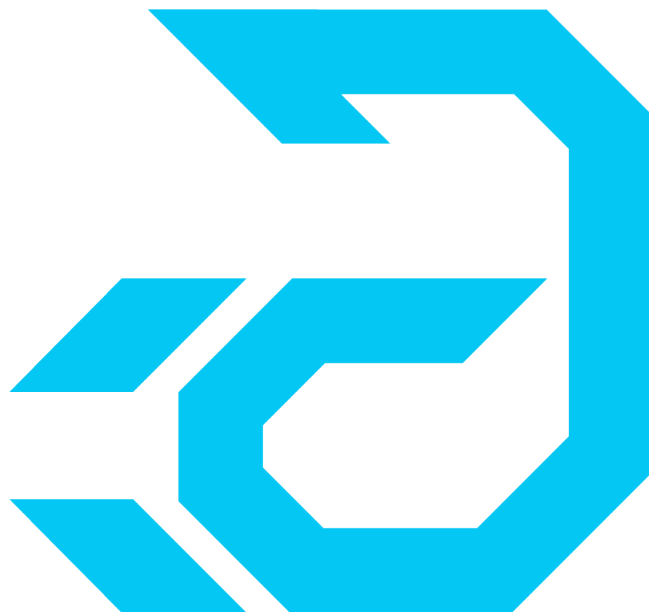
Header Font	4
Body Copy Font	4
Hierarchy	5

color

Color Pallete	6
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logo

Primary



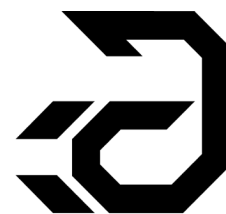
alacrán studio

Full color



alacrán studio

Grey Scale



alacrán studio

Black



alacrán studio

White

logo

Secondary

alacrán studio

Full color

alacrán studio

alacrán studio

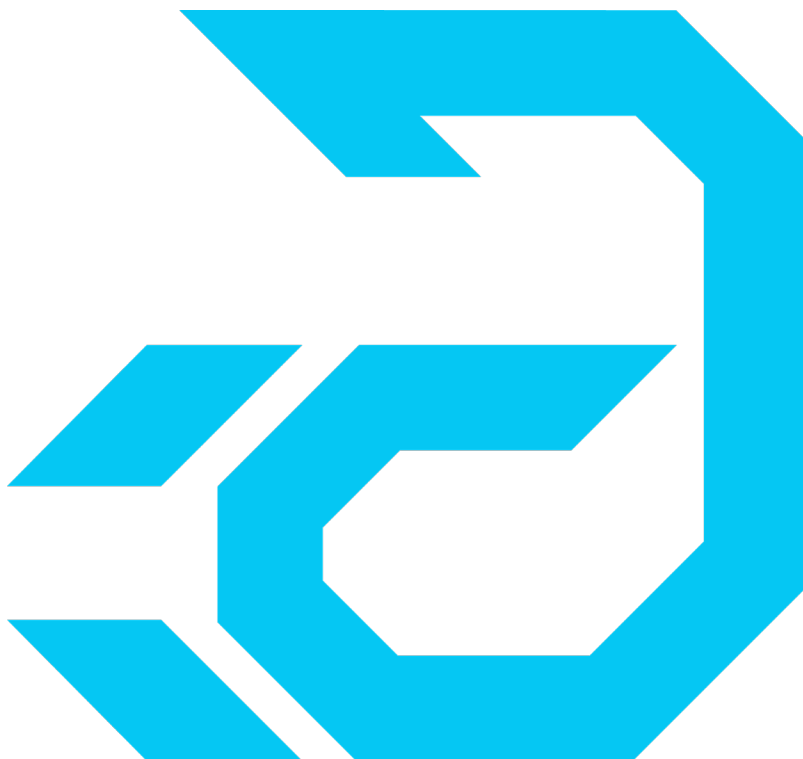
Grey Scale

Black

alacrán studio

logo

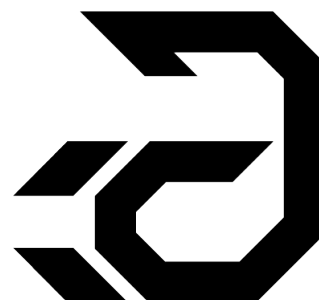
Sub-Mark



Full color



Grey Scale



Black



White

typography

Header Font

Nasalization-Regular

(used in all lower case for headings)

a b c d e f g h i j k l m n o p q r s t u
v w x y z 0 1 2 3 4 5 6 7 8 9 ~ ! @ #
\$ % ^ & * () _ + | { } : " < > . , ; ' \ [] ?

Body Copy Font

Open Sans-Regular

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z a b c d e f g h i j k l m n o p
q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 ~ !
@ # \$ % ^ & * () _ + | { } : " < > . , ; ' \ []

typography

Hierarchy

Web

<h1>36px-nasalization reg

2.25 rem

<h2>32px-nasalization reg 2rem

<h3>28px-Open sans bold 1.75rem

<h4>24px-Open sans semibold 1.5rem

<p1>18px-Open sans reg 1.125rem

<p2> 16px-Open sans reg 1rem

<p3>14px-Open sans med .9rem

<p4>12px-Open sans light .75rem

Mobile

<h1>32px 2rem

<h2>28px 1.75rem

<h3>24px 1.5rem

<h4>20px 1.25rem

<p1>16px-Open sans reg 1rem

<p2> 14px-Open sans reg .9rem

<p3>12px-Open sans med .75rem

<p4>10px-Open sans light .65rem

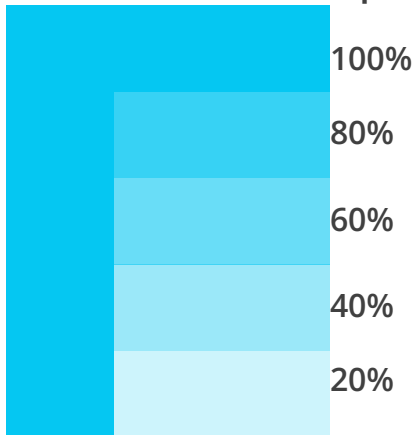
colors

Color Palette



tech-y blue

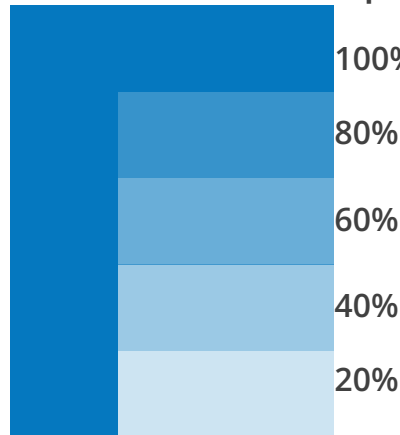
Opacity



HEX: #05C7F3

business casual blue

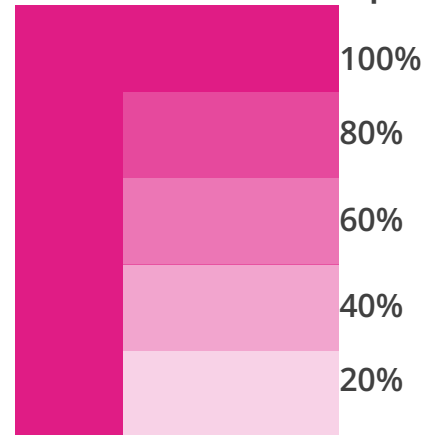
Opacity



HEX: #0678BF

Blue Collar Salmon

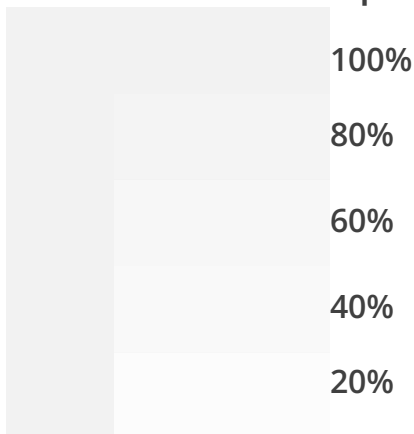
Opacity



HEX: #FA8072

dark white

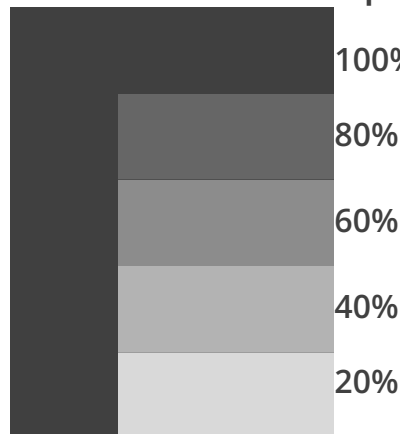
Opacity



HEX: #F2F2F2

light black

Opacity



HEX: #3F3F40