

Style Guide Composition

Company: Quarto (Menswear)

Commerce Type: Men's Suits and Formal Retailer

Target: Men ages 30+

Colour Palette

Keeping the colours similar to the original, and still classic to menswear.



Hex Codes

RGB	25	199	86
HEX	19C756		
RGB	92	44	136
HEX	5C2C88		
▶ RGB	28	123	61
HEX	1C783D		
RGB	72	47	9
HEX	482F09		
RGB	199	135	35
HEX	C78723		

Typography

Typefaces used

Raleway

Economica

Times New Roman

Fonts

Raleway 14pt Regular

Raleway 14pt Bold

Economica 14pt Regular

Economica 14pt Bold

Times New Roman 14pt Regular

Times New Roman 14pt Bold

Example of Economica Typeface

Economica

Economica

Economica

Economica

Economica

Logo

Old Logos (variations)



Final

