



# UNFILTERED RAYS

MEDIA CO

## Brand Style Guide

### LOGO VARIATIONS



#### Primary Logo

The main logo is used to represent your brand: Use your main logo in places where it has plenty of room to breathe and isn't restricted by space.



#### Secondary Logo

Your secondary logo is also known as an alternate logo: If your primary logo can't fit where you need it, or it's hard to read, use this as an alternative.



#### Submark

Submarks are simple, small, but identifiable brand designs: Submarks fit in condensed spaces where the larger logo variations won't work.



#### Favicon

Favicons are an even smaller design mark that only includes your brand initials OR a tiny illustration: provides a final branded touch to your website.

### COLOR PALETTE

#### espresso

Hex #5A3A2A  
RGB 90, 58, 42  
CMYK 45, 68, 77, 50

#### almond

Hex #724E39  
RGB 114, 78, 57  
CMYK 42, 63, 75, 35

#### sunlit clay

Hex #BC754A  
RGB 188, 117, 74  
CMYK 22, 59, 78, 6

#### sky

Hex #8EA2AB  
RGB 142, 162, 171  
CMYK 47, 29, 27, 0

#### desert glow

Hex #D99762  
RGB 217, 151, 98  
CMYK 14, 45, 69, 0

#### desert sand

Hex #E1D6C0  
RGB 225, 214, 192  
CMYK 11, 12, 24, 0

### TYPOGRAPHY

#### Primary Font

Used for logos, headlines, and key moments to make the brand instantly recognizable.

Aa

Notica Serif

abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

#### Secondary Font

Supports the primary with contrast and flexibility for subheads or accents.

AA

ROOM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()

#### Extra Font

Decorative for spark of personality and used for marketing collateral.

Aa

cynthia june

abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

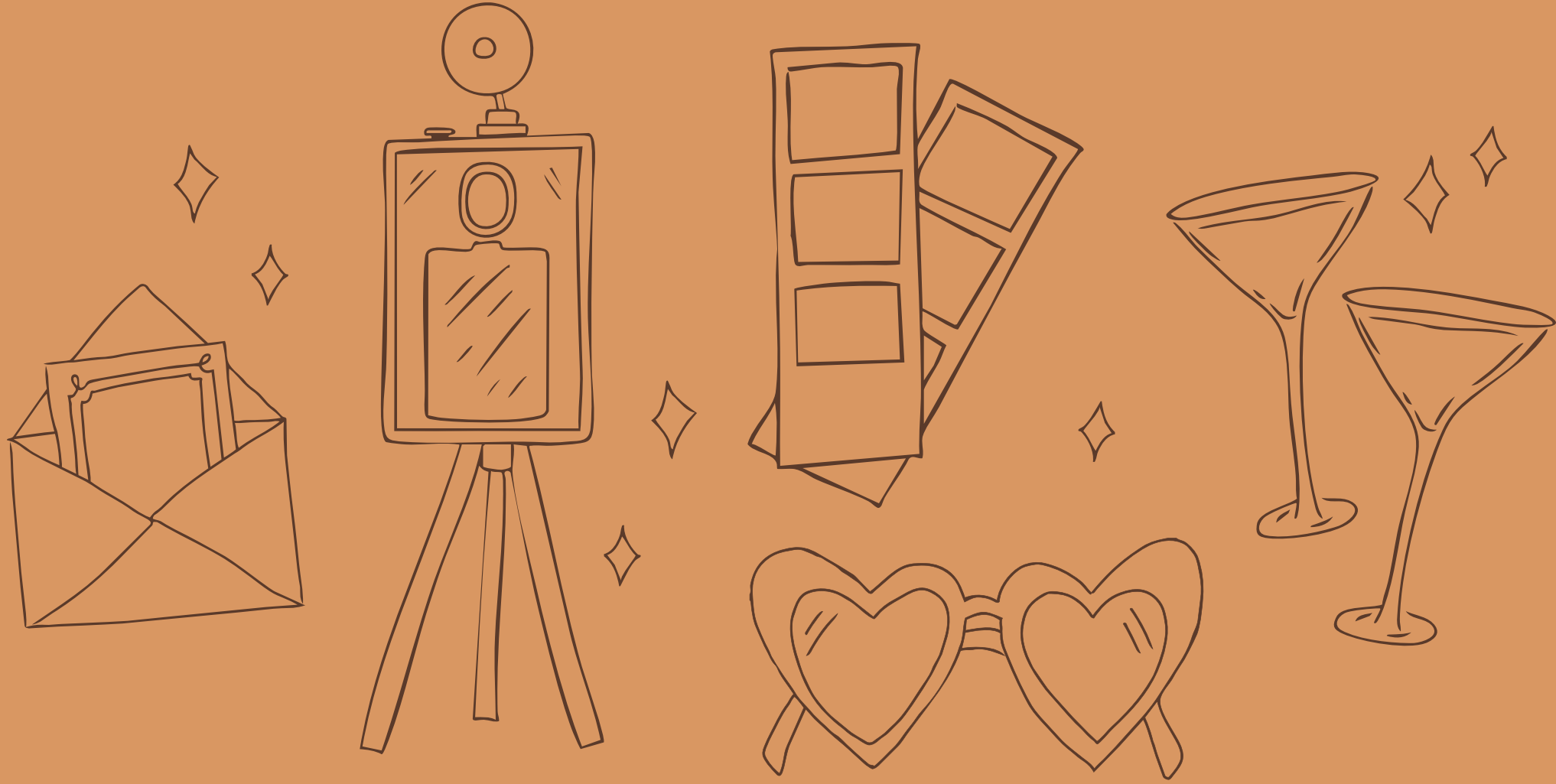
Using fonts correctly is crucial for your business. Please ensure that your primary font (header) is the largest. Followed by the secondary font (subheading) and lastly the body should be the smallest.

#### Website Design Example

##### USE THIS STRUCTURE FOR YOUR FONTS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis

### ILLUSTRATIONS AND PATTERN



### BRAND IN ACTION

