







Permafrost Photography & Design Brand Guide		Iconography
 Home website link	 About Me website link	 Portfolio website link
 Contact website link	 Blog website link	 Services website link

PERMAFROST
PHOTOGRAPH & DESIGN

Impact (rounded)
Typeface & logo

Header

Droid Serif:
36pt headers
36pt special text blocks

Paragraph

Open Sans:
24pt navigation
20pt paragraph

Main Colour:
Hex: #60affe
RGB:
CMYK:



colour usage: blue -
navigation, logo, icons

Note: logo blue shades,
background: light blue

Secondary Colour:
Hex: #000000
RGB:
CMYK:



colour usage: black - text

Accent Colour:
Hex: #808080
RGB:
CMYK:



colour usage: grey - text



use: card front up above address

variation: greyscale logo & typeface
use: letterhead



use: website header



colour use: website header, left side of card front

b&w use: card front up above address, letterhead