



Brand Style Guide

Topshelf STORAGE

PRIMARY LOGO
ON LIGHT GROUND



PRIMARY LOGO
ON DARK GROUND



SECONDARY LOGO (1 COLOR)
ON DARK GROUND



SECONDARY LOGO (1 COLOR)
ON LIGHT GROUND



TERTIARY LOGO (STACKED)
ON DARK GROUND



TERTIARY LOGO (STACKED)
ON LIGHT GROUND



PRIMARY LOGO ON LIGHT GROUND
WITH CLEAR SPACE REQUIREMENTS

1X = MINIMUM CLEAR SPACE



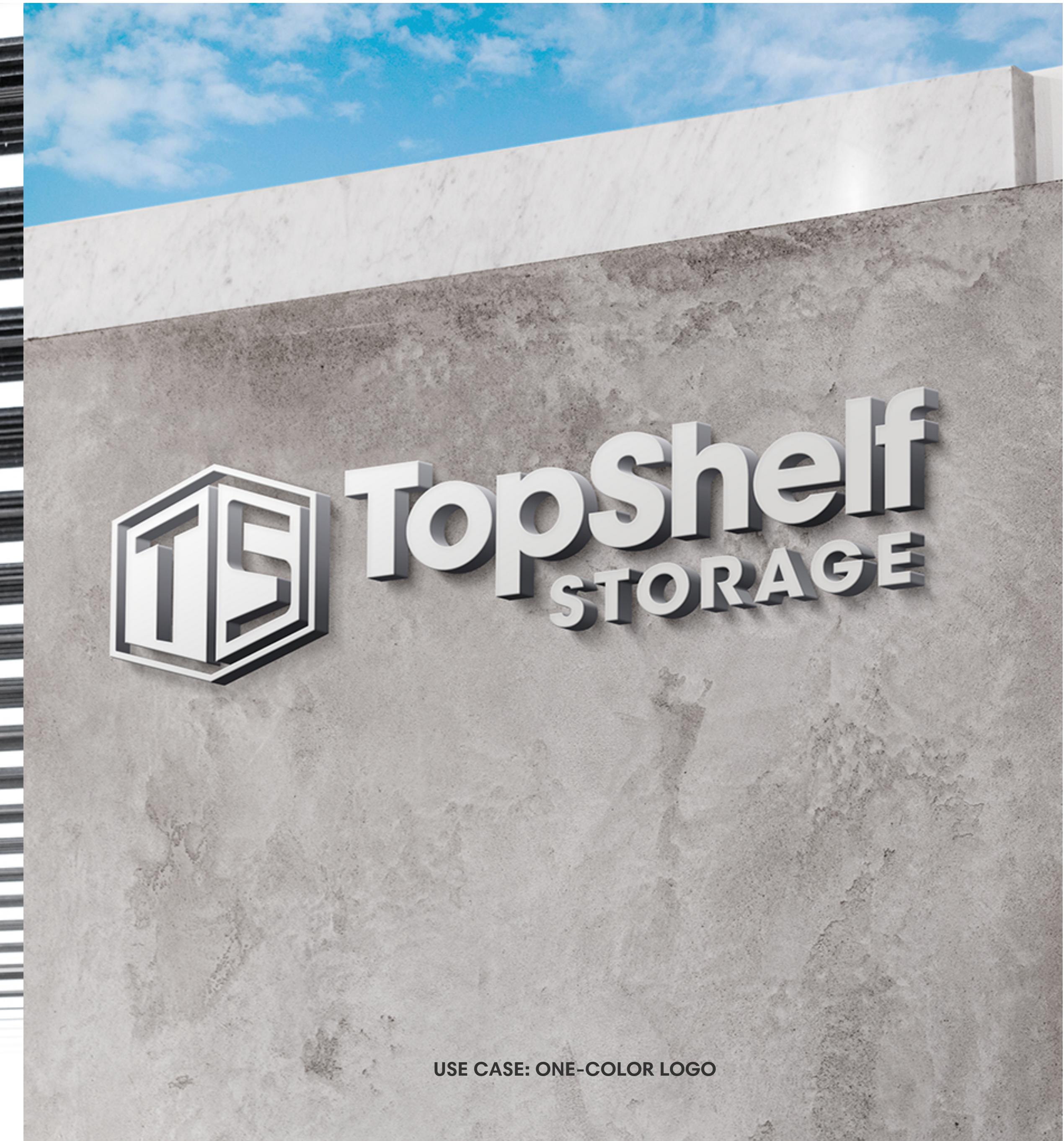
= 1X



USE CASE: PRIMARY LOGO ON DARK GROUND



USE CASE: ONE-COLOR LOGO ON DARK GROUND



Color Palette

Core Palette

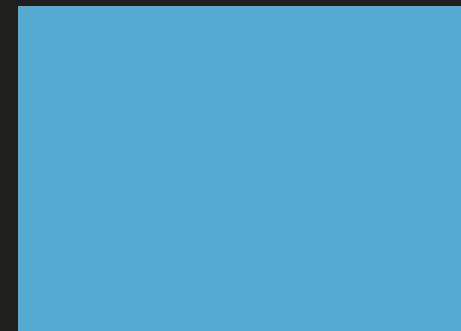


POLAR BLUE: PMS 5405C
R: 69 G: 137 B: 166
HEX/HTML: #4589A6
C: 68 M: 35 Y: 17 K: 40

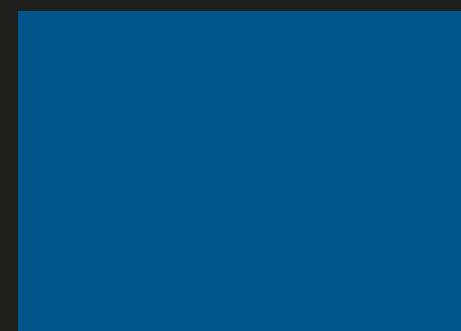


GUNMETAL: PMS 419C
R: 31 G: 32 B: 29
HEX/HTML: #1F201D
C: 3 M: 6 Y: 12 K: 94

Complementary Palette

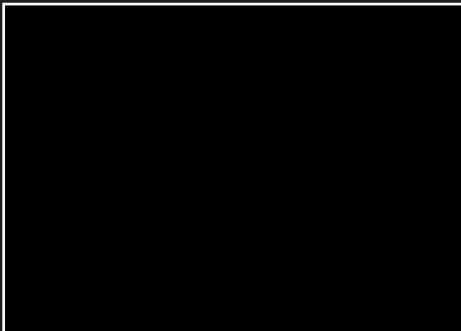


HORIZON BLUE: #55AAD2



EVENING BLUE: PMS 7462

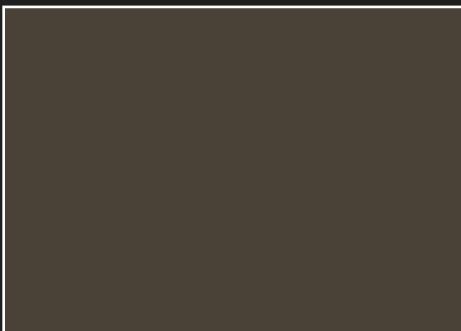
Monochrome



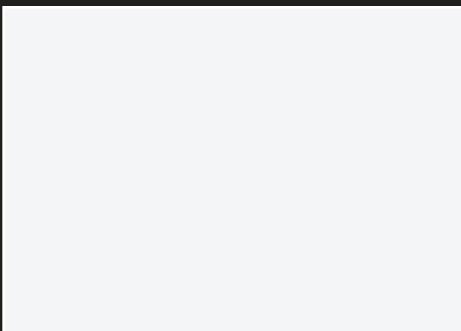
TRUE BLACK: #000000
R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K: 100



GUNMETAL: PMS 419C
R: 31 G: 32 B: 29
HEX/HTML: #1F201D
C: 3 M: 6 Y: 12 K: 94



BURNISHED BRONZE: #4A4237



FOG: #F4F5F6

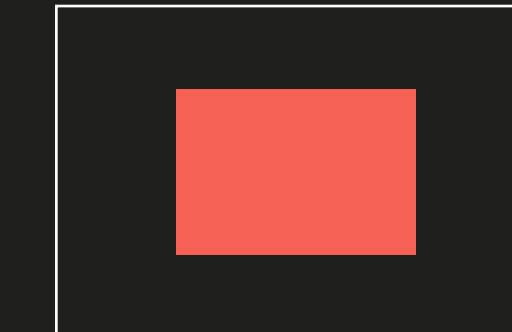


PURE WHITE: #FFFFFF

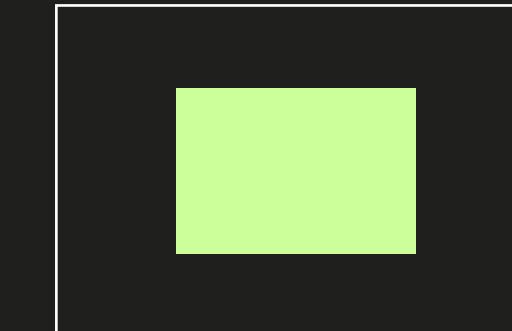
Contrast/CTA Colors



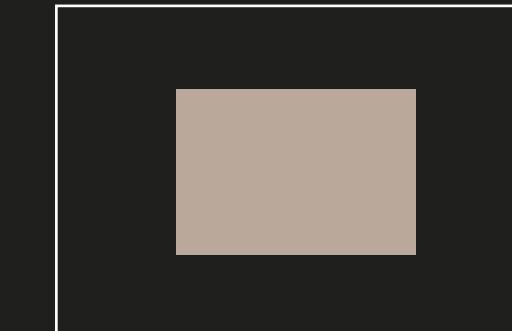
UB YELLOW: PMS 1225C
R: 255 G: 200 B: 69
HEX/HTML: #FFC845
C: 0 M: 19 Y: 79 K: 0



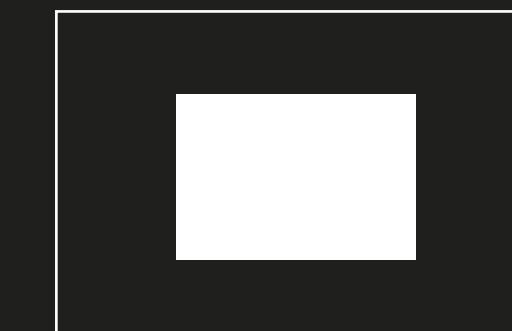
CTA ROSE: #F66256



CITRUS: #CCFF99



SANDSTONE: PMS 7529C
R: 183 G: 169 B: 154
HEX/HTML: B7A99A
C: 7 M: 14 Y: 20 K: 22



PURE WHITE: #FFFFFF

Typography Recommendations

Headlines: Harmonia Sans Semi Bold (Title or Sentence Case)

The quick brown fox jumps over the lazy dog

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

TAGLINE & SUBHEADINGS: GEORGIA ITALIC (UPPERCASE)

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ

CTA: HARMONIA SANS STD BLACK (UPPERCASE ONLY)

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ

Pairing for Body Copy: Harmonia Sans Std Regular

The quick brown fox jumps over the lazy dog

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Suggested Body Copy Pairing II: Georgia Regular

The quick brown fox jumps over the lazy dog

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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Need Help?
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