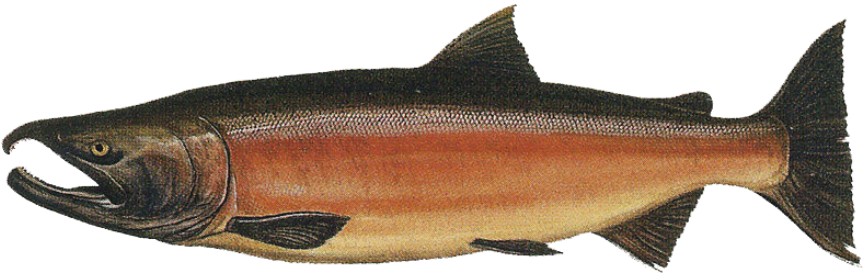
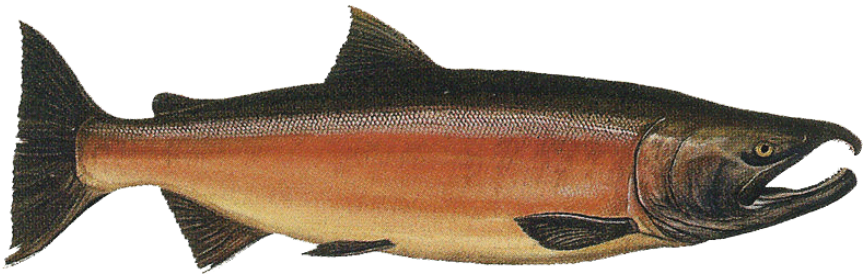


Salmon Cookies








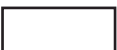


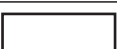
Design Style Guide
for Digital and Print Media



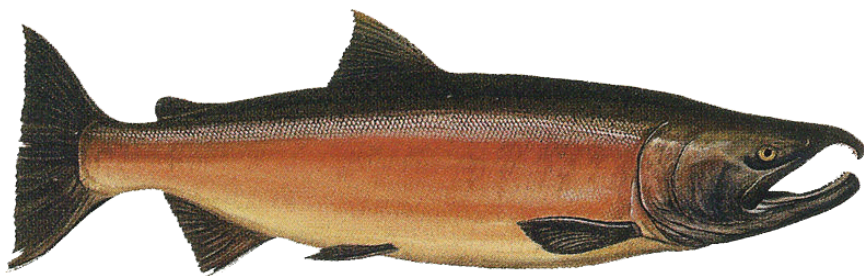
Prepared for **Salmon Cookies**
Seattle, WA

by Sharon Smith,
Sharon Smith Design & Metal Arts,
Portland, OR
www.SharonSmithDesign.com

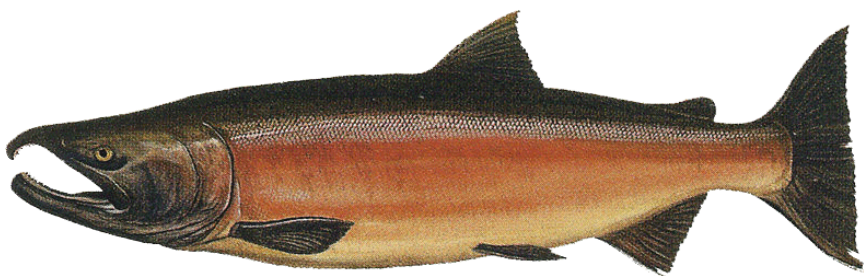
Color Swatches

Name	Sample	Hex	RGB Values	CMYK
Salmon Pink				
		#dba99c	r=220 g=170 b=155	C=13 M=36 Y=34 K=0
Dark Blue				
		#233255	r=35 g=50 b=85	C=94 M=83 Y=40 K=34
Medium Dark Blue				
		#235a96	r=35 g=90 b=150	C=92 M=69 Y=14 K=2
Medium Blue				
		#2378b4	r=35 g=120 b=180	C=84 M=48 Y=6 K=0
Medium Light Blue				
		#239bc8	r=35 g=155 b=200	C=76 M=24 Y=9 K=0
Light Blue				
		#46c3dc	r=70 g=195 b=20	C=62 M=0 Y=812K=0
Pale Blue				
		#aaebf0	r=170 g=235 b=240	C=30 M=0 Y=8 K=0
Color Swatch Name				
		# _____	r=____ g=____ b=____	C=____ M=____ Y=____ K=____
Color Swatch Name				
		# _____	r=____ g=____ b=____	C=____ M=____ Y=____ K=____
Color Swatch Name				
		# _____	r=____ g=____ b=____	C=____ M=____ Y=____ K=____
Color Swatch Name				
		# _____	r=____ g=____ b=____	C=____ M=____ Y=____ K=____

Logos & Marks



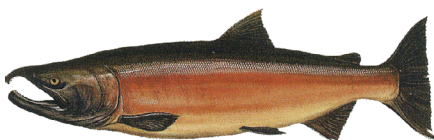
Salmon.png



Salmon-left



Salmon-small



Salmon-left-small

Type Specimens - Digital Media

Title & Display Font **Lobster**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq RrSsTtUuVvWwXx
YyZz 1234567890 , . ; : ' " ! @ # \$ % ^ & * () _ = + - / [] { } \ | ` ~

Headline 1 30pt *Medium Dark Blue*

Headline 2 24pt *Medium Dark Blue*

Headline 3 18pt *Medium Dark Blue*

Headline 4 16pt *Medium Dark Blue*

Headline 5 14pt *Medium Dark Blue*

Headline 6 12pt *Medium Dark Blue*

Paragraph Text - *Alegreya Sans Regular 400, Dark Blue*

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq RrSsTtUuVv WwXxYyZz
1234567890 , . ; : ' " ! @ # \$ % ^ & * () _ = + - / [] { } \ | ` ~

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Caption Text - *Alegreya Sans Italic 400 , Dark Blue*

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq RrSsTtUuVv WwXxYyZz
1234567890 , . ; : ' " ! @ # \$ % ^ & * () _ = + - / [] { } \ | ` ~

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Data Table Text - *Josefin Sans Regular 400*
Josefin Sans SemiBold 700

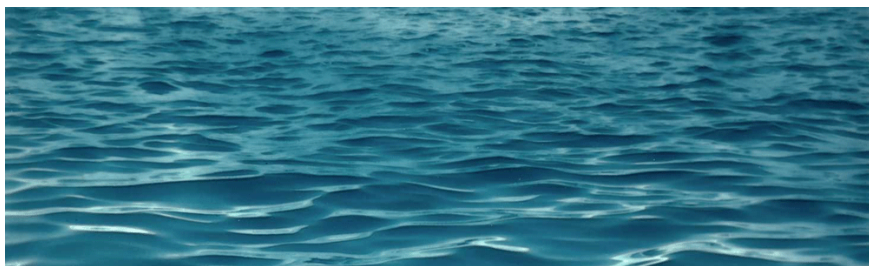
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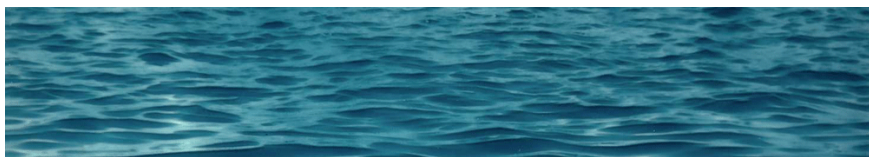
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

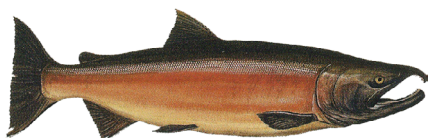
Web Site Graphics



water-header



water-header-narrow



Salmon



chinook



cutter



fish



shirt



frosted-cookie



family

Type Specimens - Print Media

Title & Display Font **Lobster**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq RrSsTtUuVvWwXx
YyZz 1234567890 , . ; : ' " ! @ # \$ % ^ & * () _ - = + - / [] { } \ | ~

Headline 1 30pt Medium Dark Blue

Headline 2 24pt Medium Dark Blue

Headline 3 18pt Medium Dark Blue

Headline 4 16pt Medium Dark Blue

Headline 5 14pt Medium Dark Blue

Headline 6 12pt Medium Dark Blue

Paragraph Text - Alegreya Sans Regular 400, Dark Blue

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq RrSsTtUuVv WwXxYyZz
1234567890 , . ; : ' " ! @ # \$ % ^ & * () _ - = + - / [] { } \ | ~

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Caption Text - Alegreya Sans Italic 400 , Dark Blue

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq RrSsTtUuVv WwXxYyZz
1234567890 , . ; : ' " ! @ # \$ % ^ & * () _ - = + - / [] { } \ | ~

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Data Table Text - Josefin Sans Regular 400, Dark Blue
Josefin Sans SemiBold 700, Dark Blue

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq RrSsTtUuVvWwXxYyZz
1234567890 , . ; : ' " ! @ # \$ % ^ & * () _ - = + - / [] { } \ | ~

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq RrSsTtUuVv WwXxYyZz
1234567890 , . ; : ' " ! @ # \$ % ^ & * () _ - = + - / [] { } \ | ~

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Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Notes