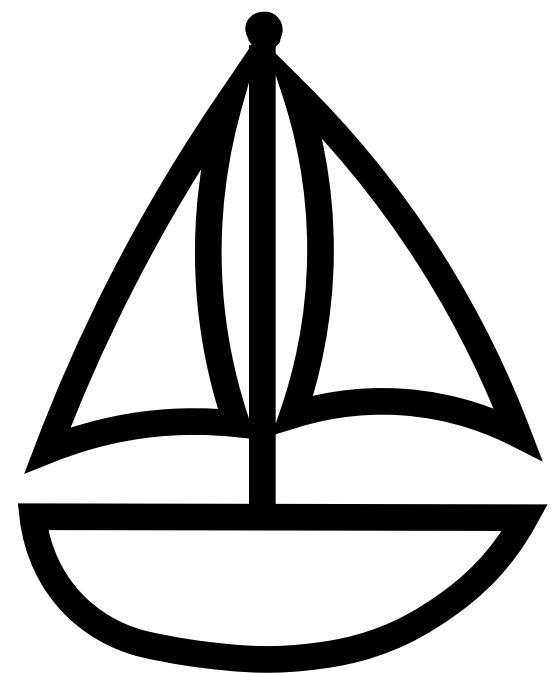




Brand Style Guide

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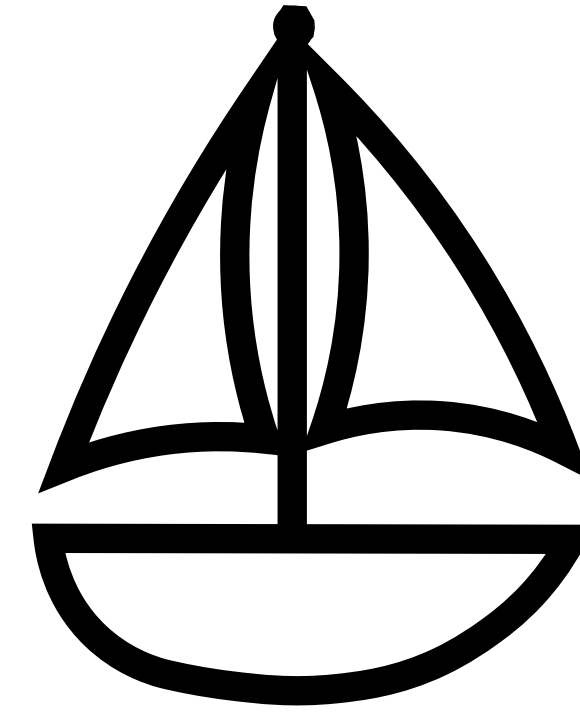
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*“The ocean stirs the heart, inspires the imagination  
and brings eternal joy to the soul.”  
– Robert Wyland*

# *Welcome*

*to Adelaide Grenier's Brand Style Guide*



This brand takes inspiration from the beautiful yet ever-changing moods of the ocean. Sometimes the tides are calm and almost-still, gently lapping the shore. Sometimes, the wind whips up whitecaps and waves crash against the cliffside with a mighty force. There is much beauty and power in the ocean's mercurial moods, and our ever-changing working world is a similarly fickle creature. We strive to stay on top of the fluctuating and rapidly-advancing innovations of the business world, mapping out and navigating these changes like sailors on the sea. Your business is safe in our hands.

Welcome aboard!

*cool*

*calm*

*simple*

*elegant*

*adventurous*

# Color Palette

This cool, calm color palette reflects the brand's theme of the ocean, beach, and rocky cliffs. Lapis Lazuli is the brand's main color, emphasizing the depth and malleability of the ocean as it crashes on the shore. The color scheme emphasizes the brand's elegant and polished appearance, and any ocean imagery on the page should complement the included colors.

In general, the background should be white and the text should be a dark color, usually Night, although occasional use of white text on a dark background is permitted.

#FFF7E7  
Old Lace

#BFDDED  
Columbia Blue

#6D5F4A  
Walnut Brown

#305E88  
Lapis Lazuli

#161413  
Night

# Typography

*SignPainter*

*abcdefghijklmnopqrstuvwxyz*

*Heading*

*HouseScript Semibold*

This elegant font aligns with the brand's serious and somewhat sophisticated tone. SignPainter's thick lines are bold and easy to read while being an eye-catching heading font.

*Didot*

*abcdefghijklmnopqrstuvwxyz*

*Subheading*

*Italicized*

This serif font is simple and easy to read, but italicization it allows it to stand out against the body text as a clear subheading. It draws the eye without being too distracting to the reader.

*Athelas*

*abcdefghijklmnopqrstuvwxyz*

*Body Text*

*Regular*

This readable yet elegant serif font contributes to the brand's sophisticated and slightly traditional tone. It displays well on both digital and print mediums, and is readable in small sizes.





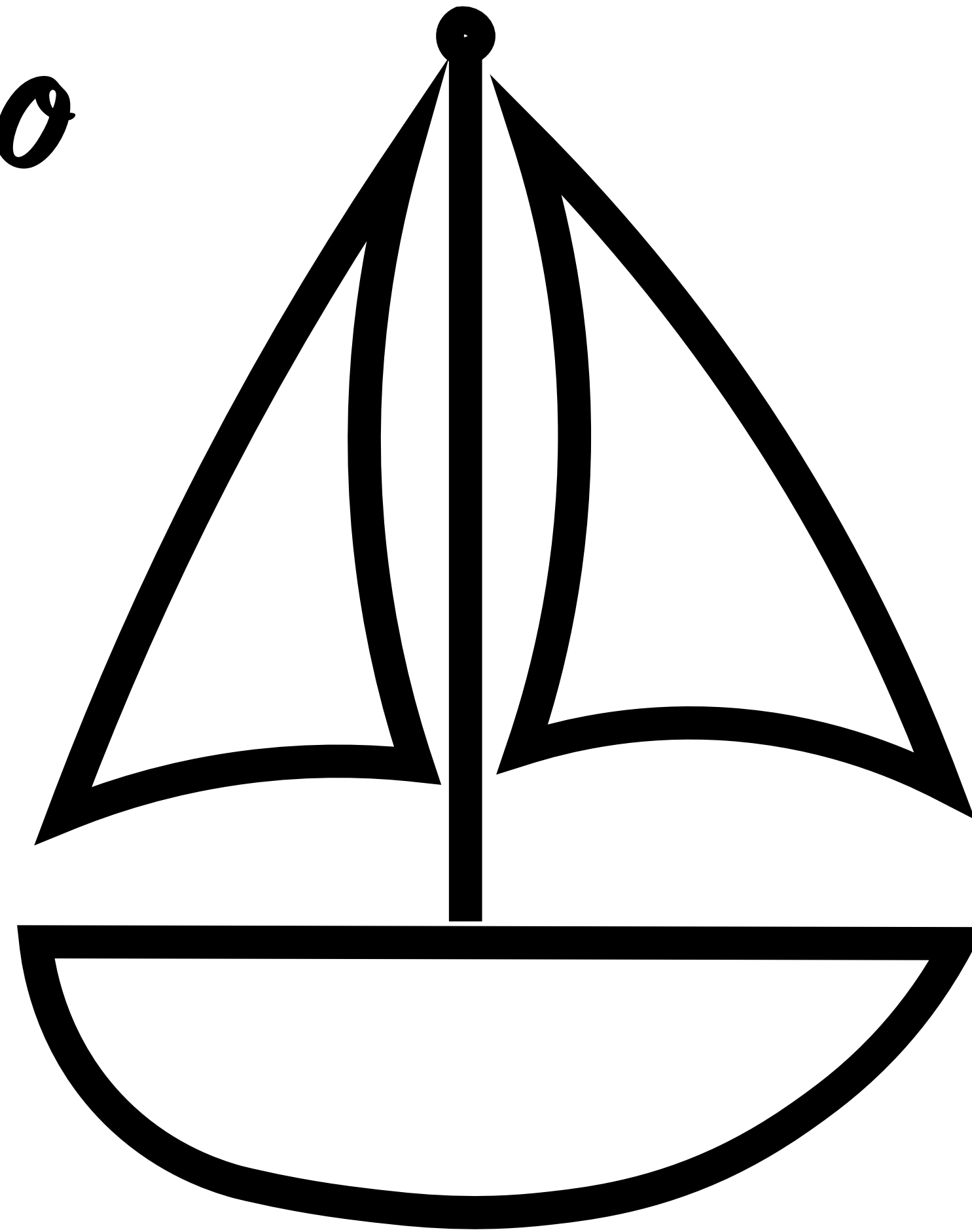
# Logo



## *Primary Logo*

The primary Adelaide Grenier logo is bold, sleek, and elegant. Its dark Night color stands out against light backgrounds, and its White alternate is used with darker backgrounds. Its simplicity allows the logo to look great at any size. The sailboat shows the brand's adventurous spirit while the serif initials balance it with a more formal touch.

*Logo*



## *Secondary Logos*

The secondary logos of this brand can feature the sailboat by itself. While the primary logo is necessary in formal designs, the sailboat can be used alone in more informal occasions or if the primary logo has already been shown. Alternate color versions of the primary and secondary logos are permitted, but they must adhere to the color scheme.

# Mockups



This simple logo can be used on objects that match the brand's calm simple aesthetic. The merchandise should match the brand's color scheme and simple aesthetic. The object itself should be something that an adult professional could have on their office desk (no childish or silly objects). Approved objects include but are not limited to business cards, stamps, tags, tote bags, reusable metal water bottles, and coffee cups.



# *Final Comments*

Simplicity and consistency are important to the Adelaide Grenier brand, so it's vital to follow the brand's visual style to convey a consistent face to our audience. Designs should strike a balance between formality and friendliness. The simple, pleasing designs and color schemes tell our audience that it will be smooth sailing with us, as they are in capable hands.

With these specifications in mind, you can assist the brand in our journey to guide others on the turbulent seas of change. Please keep this map in mind as you journey with us.

Now grap the ropes, and we'll set sail! Anchors aweigh!



*Adelaide Grenier*

