



Design Style Guide

Date

July 2018



What MyRespects represents ?

MyRespects connects people and their loved ones with the emotional support of their community, and with the financial assistance they need right now.

MyRespects is a unique crowd-gifting site, intended specifically for end-of-life expenses. Creating their free memorial fundraiser with MyRespects is an invitation, encouraging their community to gather and pay their respects in the best way they see fit, by gifting funds or by sharing photos or memories.

Primary Color



Logo color and font color of MyRespects.

Background for a white logo.

Accent Color



Color that can be used as a background or as an additional complimentary color.

Background



Color that can be used as a Background to logo. A white or purple background is recommended.

Font Color



Recommended font color

Primary Color



Purple

#632c87
RGB (99,44,135)
CMYK (76,100,7,1)

Accent Color



Gold

#d0b65a
RGB (208,182,90)
CMYK (20,24,78,0)

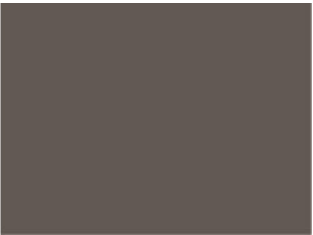
Background



Blue

#294187
RGB (41,65,135)
CMYK (98,88,15,3)

Font Color



Grey

#5d5d5d
RGB (93,93,93)
CMYK (62,54,53,26)

Used for Logo,
headers and
subheaders

Museo 700

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

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



Main Logo



Variations

Should have a white background or partial gold or blue with white. Use design guide gold and blue colors exactly.



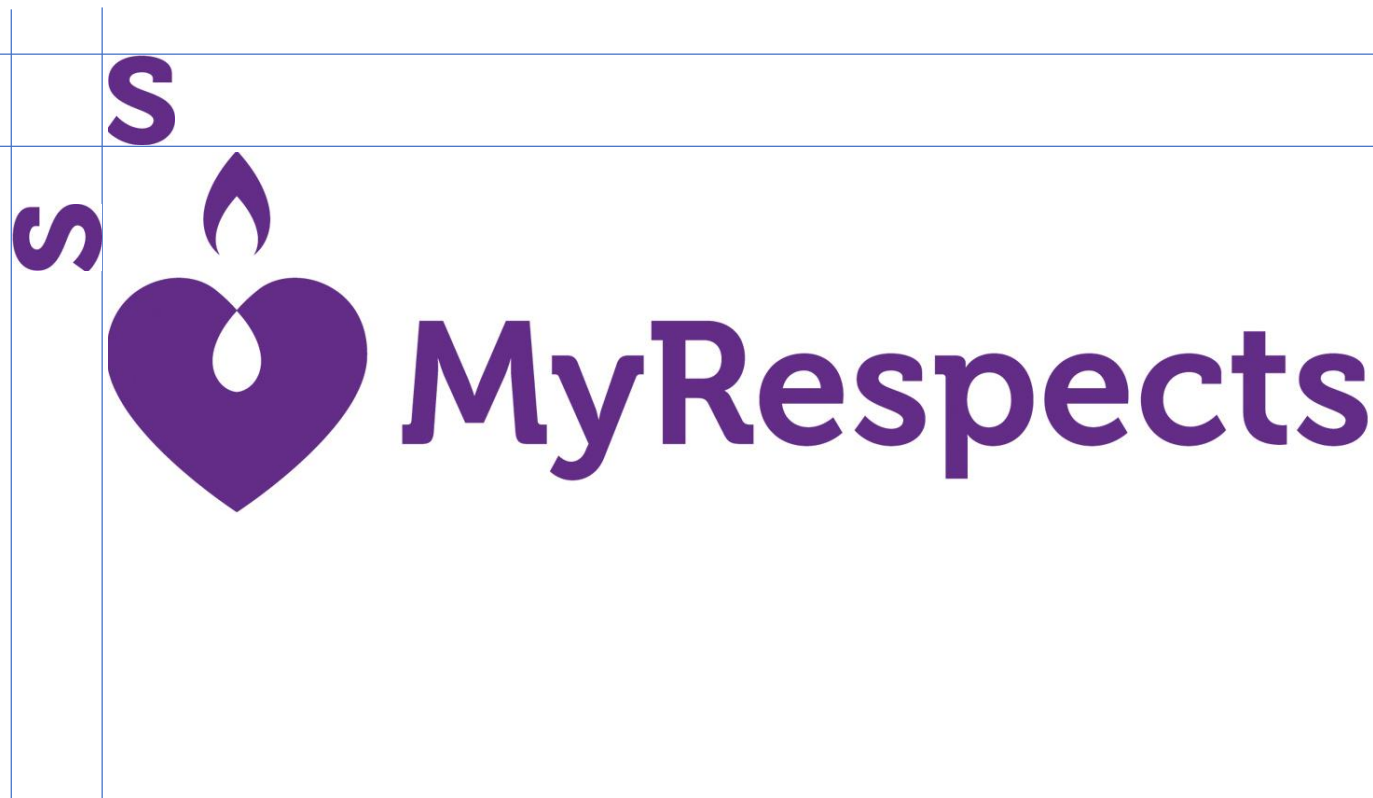
← Gold or Blue background under logo

← Drop Shadow distance 4, spread 1, size 3

← Logo font is always white on purple or blue.
Or purple on white (Recommended)

The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the 'exclusion zone' is equal to that of the height of non capital letters.

The same exclusion zone applies when the logo is used without the logo icon and when just the MyRespects type is used independently.



- DO NOT change the type spacing of the logo
- DO NOT change the relative sizes of the logo elements
- DO NOT place the logo on patterned background
- DO NOT change the fonts of the logo
- DO NOT invert the specified logo colors
- DO NOT place the logo on an angle
- DO NOT distort the logo elements
- DO NOT change the logo colors
- DO NOT place a white logo on a pale background

- You must email info@myrespects.com before using the Logo/Name to notify MyRespects of your intentions.
- You must follow the guidelines outlined in this PDF
- We grant You a non-exclusive, royalty free, license to use The Logo in your company's advertising, literature and websites solely in connection with the marketing and promotion of the MyRespects brand.

