



BELLA SUNSHINE DESIGNS



STYLE GUIDE

2018



BELLA SUNSHINE
DESIGNS



BRANDING

SLANTED MULTICOLOR LOGO



BLACK / #000000
TRANSPARENT PNG



GRAY / #999999
TRANSPARENT PNG



WHITE / #FFFFFF
TRANSPARENT PNG



BELLA SUNSHINE
DESIGNS



BRANDING

STRAIGHT MULTICOLOR LOGO



BLACK / #000000
TRANSPARENT PNG



GRAY / #999999
TRANSPARENT PNG



WHITE / #FFFFFF
TRANSPARENT PNG



BELLA SUNSHINE
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SLANTED MULTICOLOR UNFRAMED LOGO



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WHITE / #FFFFFF
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DESIGNS



COLOR

PRIMARY SET



WEST SIDE
#FF8B0F



RASPBERRY PINK
#E84F90



TIFFANY BLUE
#00BBBB



MIKADO YELLOW
#FDCA10



BELLA SUNSHINE
DESIGNS



COLOR

SECONDARY SET



CAROUSEL PINK
#F9DFEB



HAWKES BLUE
#DAEAFF



MADANG
#B6EBA7



BISQUE
#FEE6C3



BELLA SUNSHINE
DESIGNS



COLOR

TERTIARY SET



SHERPA BLUE
#075151



JORDY BLUE
#83B9FD



FIERY ORANGE
#B35810



BLUE ZODIAC
#0D214B



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FONTS

Aa **FUTURA MEDIUM**

Aa **FUTURA BOLD**

Aa **ROBOTO REGULAR**

Aa **ROBOTO BOLD**

Aa *Al Fresco*

Aa **QUICKSAND DASH**

Aa **VTKS EMBROIDERY**



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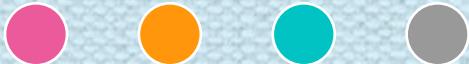


LAYOUT

H1 HEADER STYLE – 22 POINT FUTURA BOLD



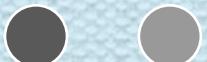
H2 SUB HEADER STYLE – 20 POINT FUTURA



H3 SECTION HEADER STYLE – 16 POINT ROBOTO BOLD



Standard copy – 12 Point Roboto Regular





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THANK YOU

Jelissa

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