



STYLE GUIDE SUMMER 2021

BENITEZ • BIELICKE • FRIEDMAN • MOORE



OLD LOGO



NEW LOGO



FULL COLOR ENCLOSED
LOGO



GRAYSCALE ENCLOSED
LOGO



ON DARK BACKGROUND



ON DARK BACKGROUND

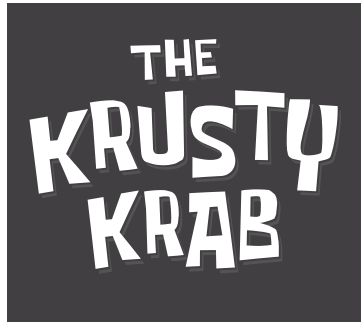


TYPE ONLY LOGO

Enclosed logo is preferred over type-only logo



ON DARK BACKGROUND
FULL COLOR



ON DARK BACKGROUND
GRAYSCALE



HORIZONTAL - COLOR



HORIZONTAL - GRAYSCALE

X-HEIGHT SPACE RESTRICTIONS



Blue line indicates X-height. Copy or graphics should not go inside blue line.



Blue line indicates X-height. Copy or graphics should not go inside blue line.

LOGO DON'TS



Use unapproved colors



Stretch



Rotate on side



Re-scale elements



Use unapproved fonts



Never omit name from logo device



Re-scale type-only elements



Use on unapproved background colors

COLOR

PRIMARY COLOR PALETTE

This is the recommended color palette for communication pieces



C0 M75 Y100 K0
R242 G101 B34
#F26522



C94 M0 Y19 K0
R0 G175 B206
#00AFCE



C100 M87 Y39 K52
R8 G30 B65
#081E41



C2 M0 Y100 K0
R255 G240 B0
#fff000

SECONDARY COLOR



C100 M70 Y24 K7
R45 G84 B131
#2D5483



C25 M0 Y4 K0
R197 G229 B241
#C5E5F1



C22 M71 Y100 K11
R180 G94 B39
#B45E27



C84 M41 Y20 K1
R29 G126 B166
#1D7EA6

COMPLIMENTARY NEUTRAL + GRADIENT

Use these colors sparingly. Colors should never dominate Primary or Secondary Color Palettes



C0 M0 Y0 K80
R88 G89 B91
#58595B



C16 M13 Y21 K0
R214 G209 B196
#D6D1C4



C84 M41 Y20 K1
R29 G126 B166
#1D7EA6

C100 M87 Y33 K23
R28 G54 B100
#1C3664

FONTS

HEADLINE FONT

SPONGEBOB FONT CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*()+

BODY FONT

SOURCE SANS PRO - LIGHT

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*()+

SOURCE SANS PRO - REGULAR

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*()+

SOURCE SANS PRO - BOLD

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*()+

► **HEADER USAGE/SIZES**

SpongeBob font or Source Sans Pro - Bold should be used for large header section

SPONGEBOB FONT CONDENSED REGULAR

HEADER 1
Header 1

HEADER 2
Header 2

HEADER 3
Header 3

SOURCE SANS PRO - BOLD

HEADER 1
Header 1

HEADER 2
Header 2

HEADER 3
Header 3

► **BODY COPY USAGE**

SpongeBob font should **not** be used for body copy, only fonts detailed below.

SOURCE SANS PRO - REGULAR

Adipiscing elit, sed diam Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit.

SOURCE SANS PRO - LIGHT

Adipiscing elit, sed diam Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit.

► **BUTTON STYLES**

NORMAL



HOVER



NORMAL



HOVER



NORMAL



HOVER



SpongeBob or Source Sans Pro should be used for buttons. Colors + hovers orders may be reversed.

► **SOCIAL MEDIA LOGO/ICONS + MISC GRAPHICS**



square logo/icon



story logo/icon



corporate logo/icon

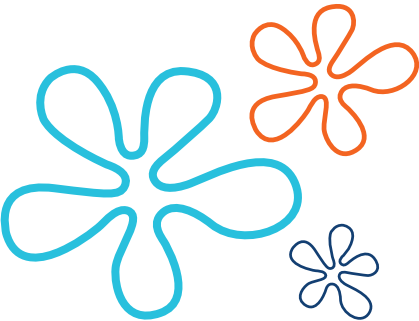


corporate logo/icon

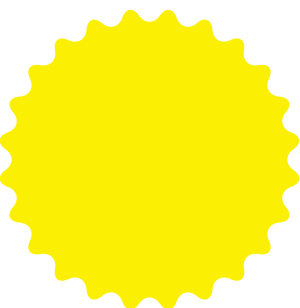
INSTAGRAM

FACEBOOK

LINKEDIN



SEA GRAPHICS – To be used as an accent graphic. Should adhere to approved color pallet. Transparency can be applied.

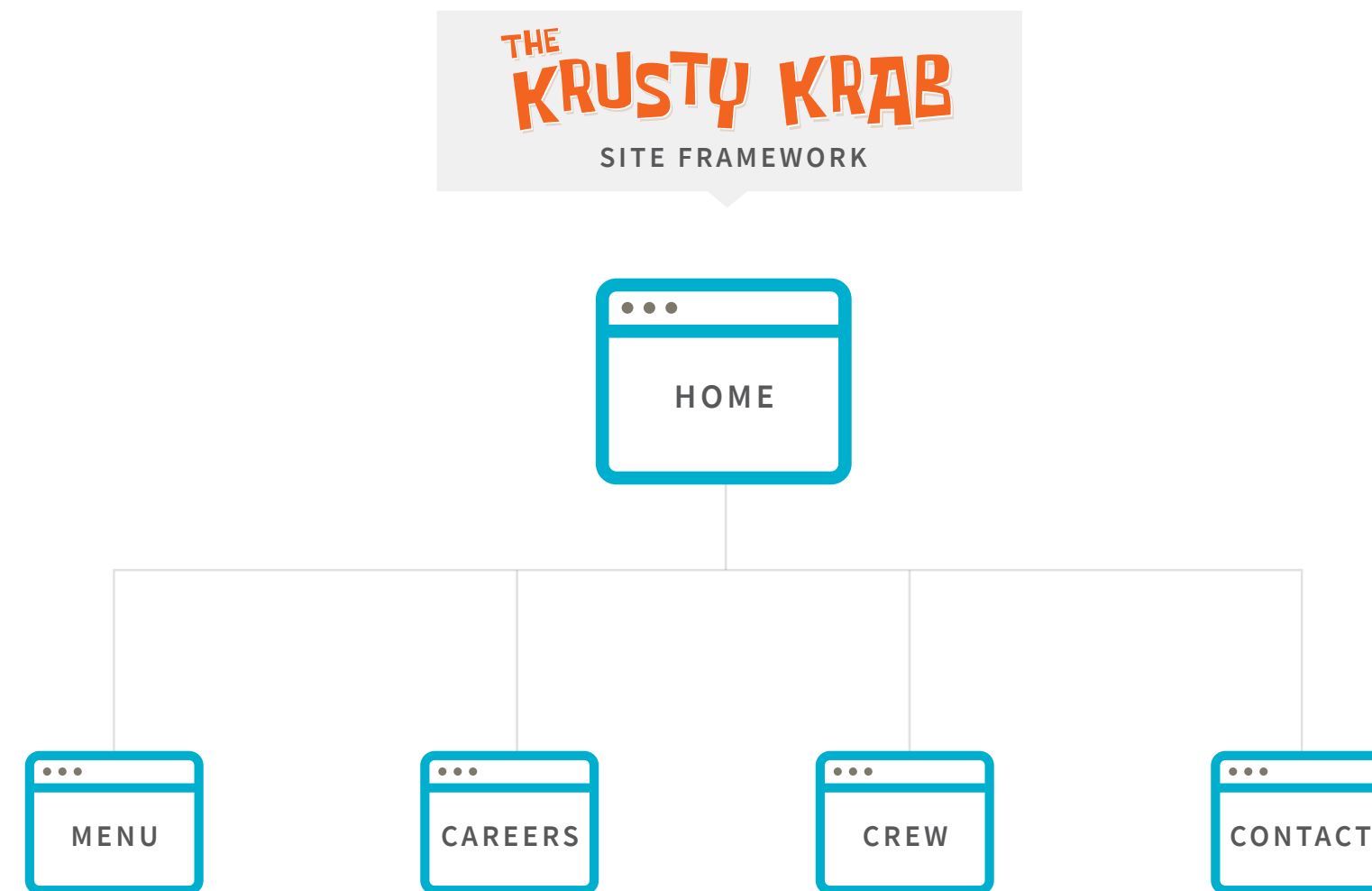


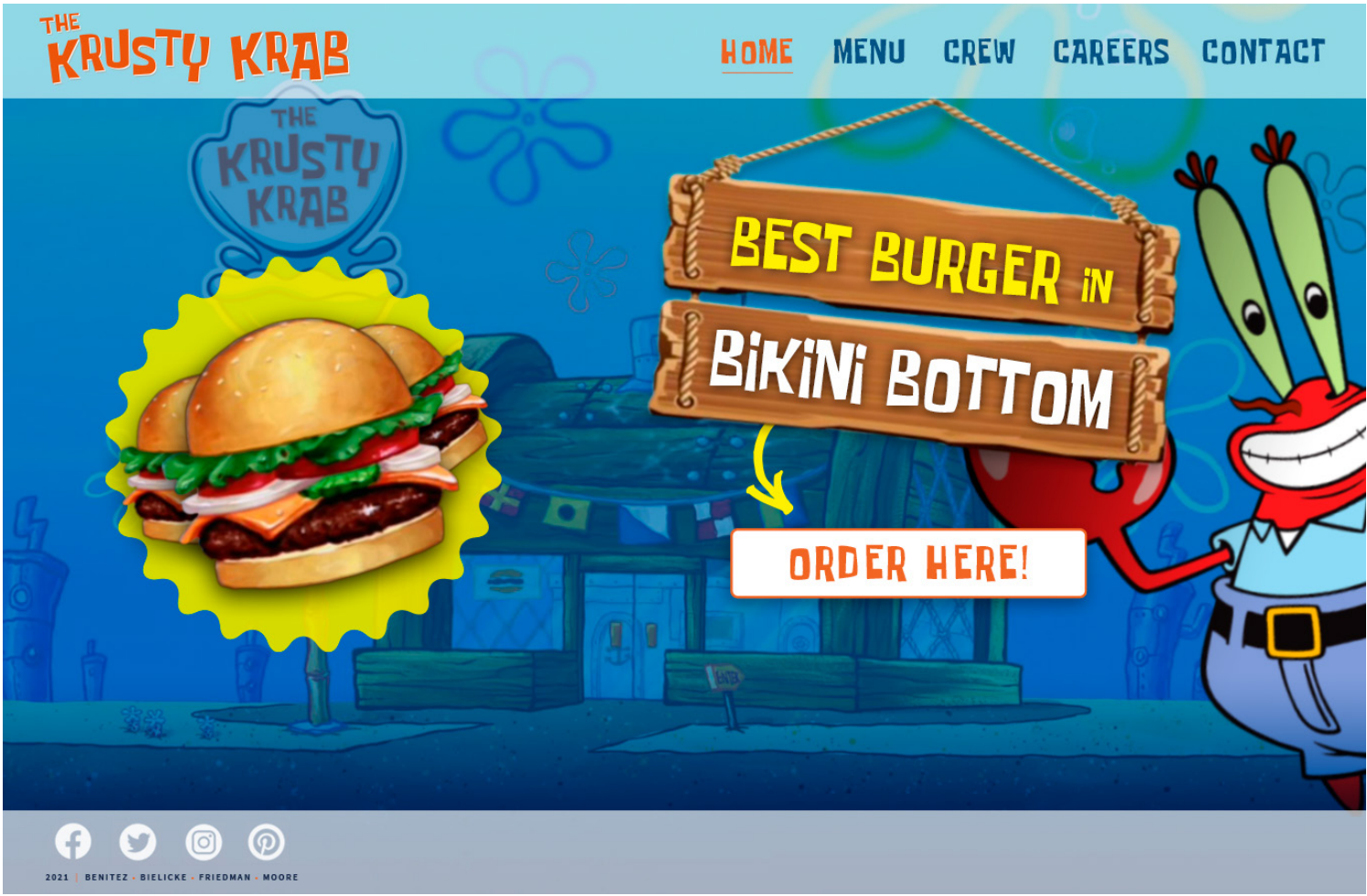
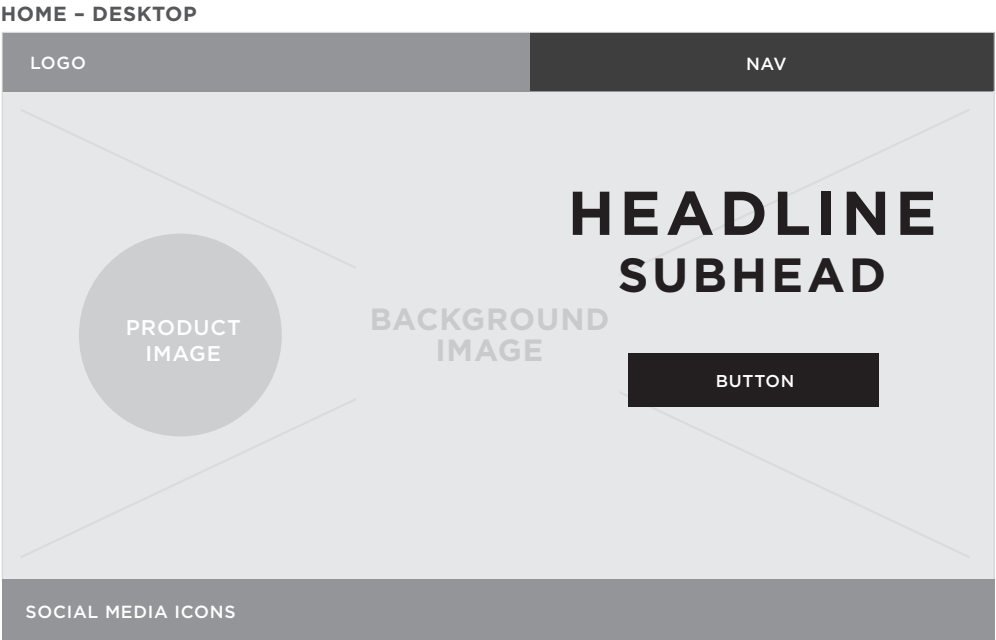
BURST – To be used to highlight a product or page focal point.



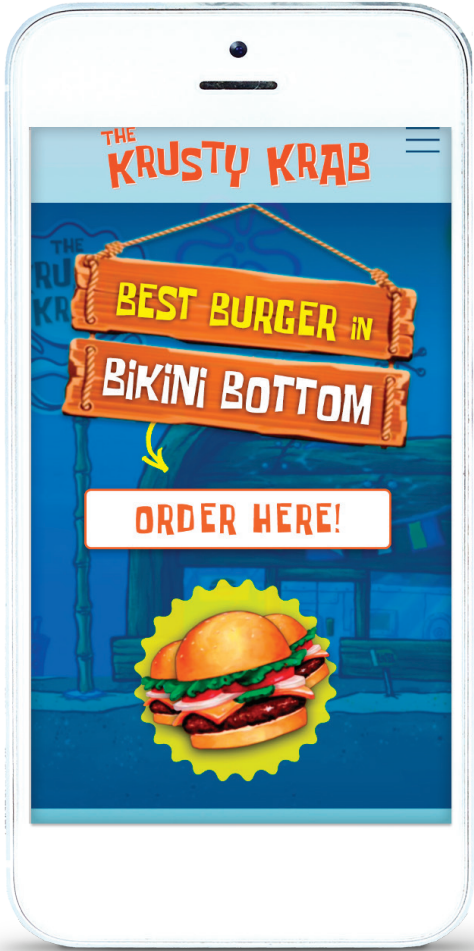
▶ HOW IT **ALL** COMES TOGETHER

SITE MAP





HOME PAGE > DESKTOP



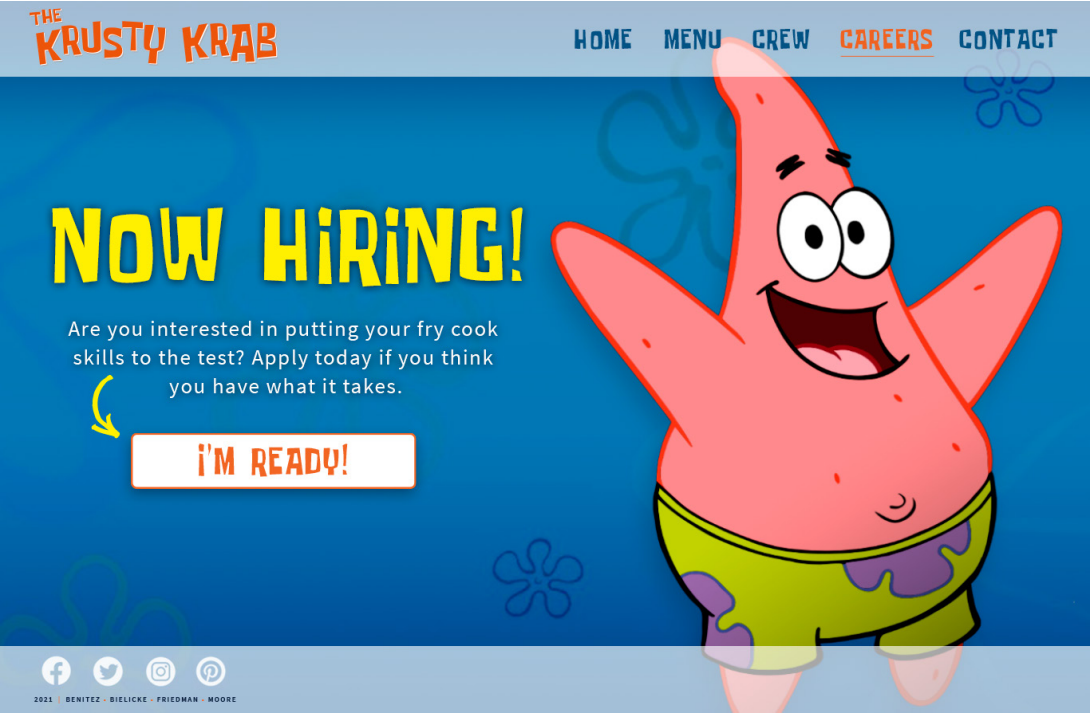
HOME PAGE > MOBILE



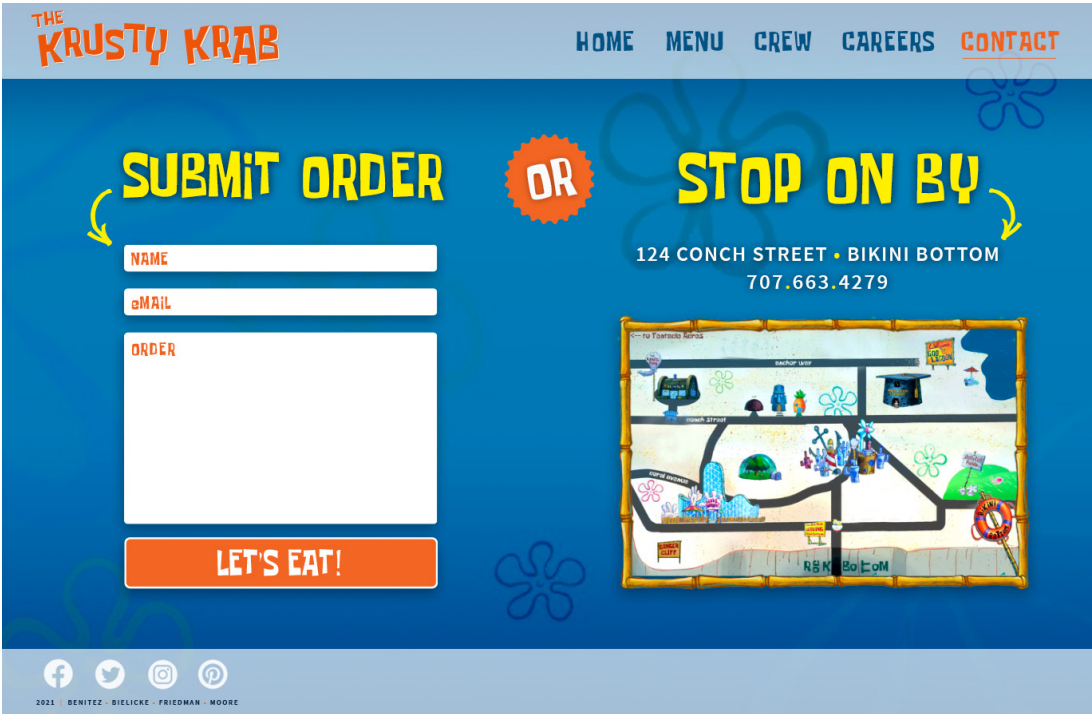
MENU PAGE



CONTACT PAGE



CAREERS PAGE



CREW PAGE



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