

Brand Cuidelines

Color Palette

Light Theme

Thulian Pink #EB7096 RGB(235,112,150) CMYK(0,52,36,8) HSL(341,75%,68%)	Primary This color is used as the primary color in most circumstances	#BC355E RGB(188,53,94 CMYK(0,72,50,26 HSL(342,56%,47%
Tealish Blue #858FB4 RGB(133,143,180) CMYK(26,21,0,29) HSL(227,24%,61%)	Accent This color is used as the accent color.	Twiligh: #575E96 RGB(87,95,150 CMYK(42,37,0,41 HSL(232,27%,46%
Pearl #F5F2F0 RGB(245,242,240) CMYK(0,1,2,4) HSL(24,20%,95%)	Accent #2 This color is used as an alternative to the first accent, as well as the primary.	#EBBAC2 RGB(235,186,194 CMYK(0,21,17,8 HSL(350,55%,83%
Deep Sapphire #OB1957 RGB(11,25,87) CMYK(87,71,0,66) HSL(229,78%,19%)	Font Color This color is used as the foreground color.	Pear #F5F2F0 RGB(245,242,240 CMYK(0,1,2,4 HSL(24,20%,95%
Soft Pink #EBBAC2 RGB(235,186,194) CMYK(0,21,17,8) HSL(350,55%,83%)	Background Color This color is used as the background color.	Deep Sapphire #0B1957 RGB(11,25,87 CMYK(87,71,0,66 HSL(229,78%,19%
	Dar	kTheme

Layout

The Primary Logo can be laid out in the following ways:

(with the bird and coloured L) Studio STATEA

(without the bird and coloured L)

studio DLATALEA



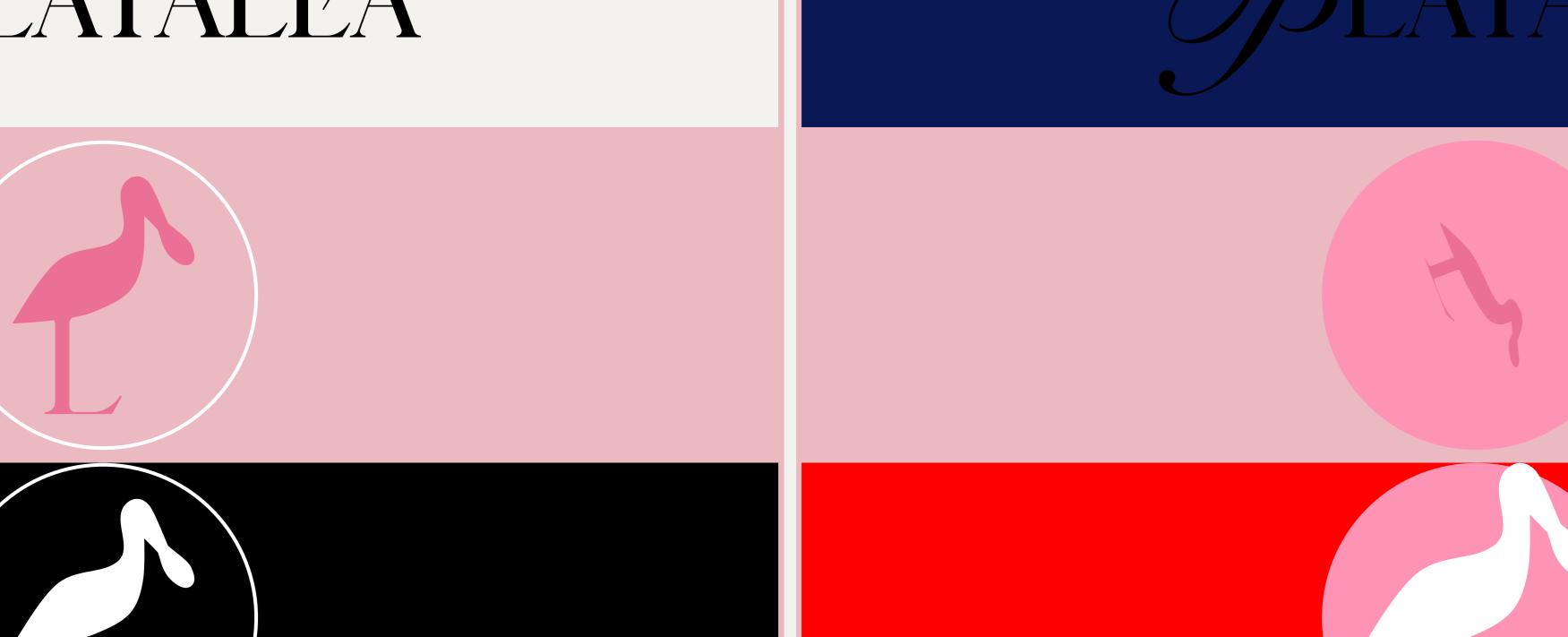
studio DLATALEA

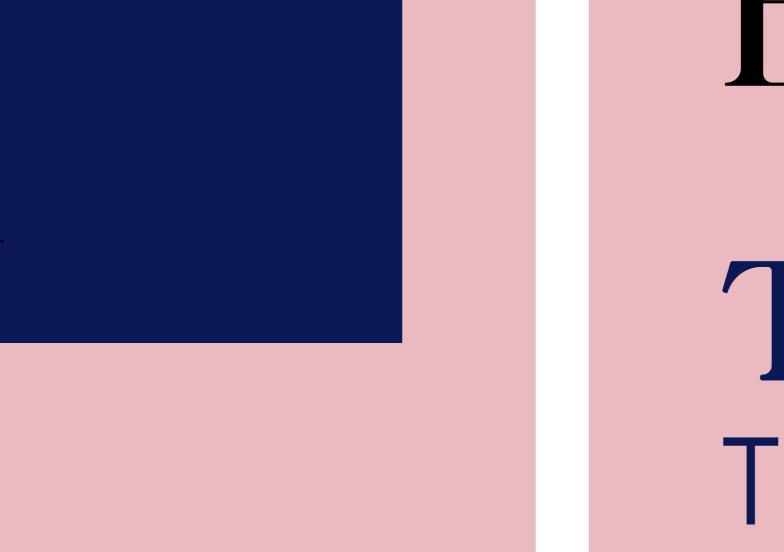
Examples



Correct <







This is a header

Icons & Shapes

Icons are filled (not outlines) and feature rounded corners. The icons can be found for free on FontAwesome, here are icons we used for our products:

Shapes

Icons & Shapes

Shapes

Placement

When used as a background, the density should be 50% (meaning there is a 50% chance that the shape "slot" will be empty)

When used as decoration, they should be placed in a diagonal line from top left to bottom right.

Tone Of Voice

Studio Platalea aims to be a seamless mix of elegance and charm sophisticated, yet never pretentions; playful, yet always refined.

We speak with confidence and warmth, embodying a timeless sense of style while embracing a touch of the unexpected.

By adapting a casual tone, we aim to break down barriers and facilitate more understandable communication.

However, professionalism remains paramount to ensure that our expertise and

Typography

Headers

Silver Carden

Aa Bb Cc Dd Ee Ff Cg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Body Text

Louis George Cafe

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Example

This is a longer piece of body text, that should wrap to multiple lines!