

# STYLE GUIDE



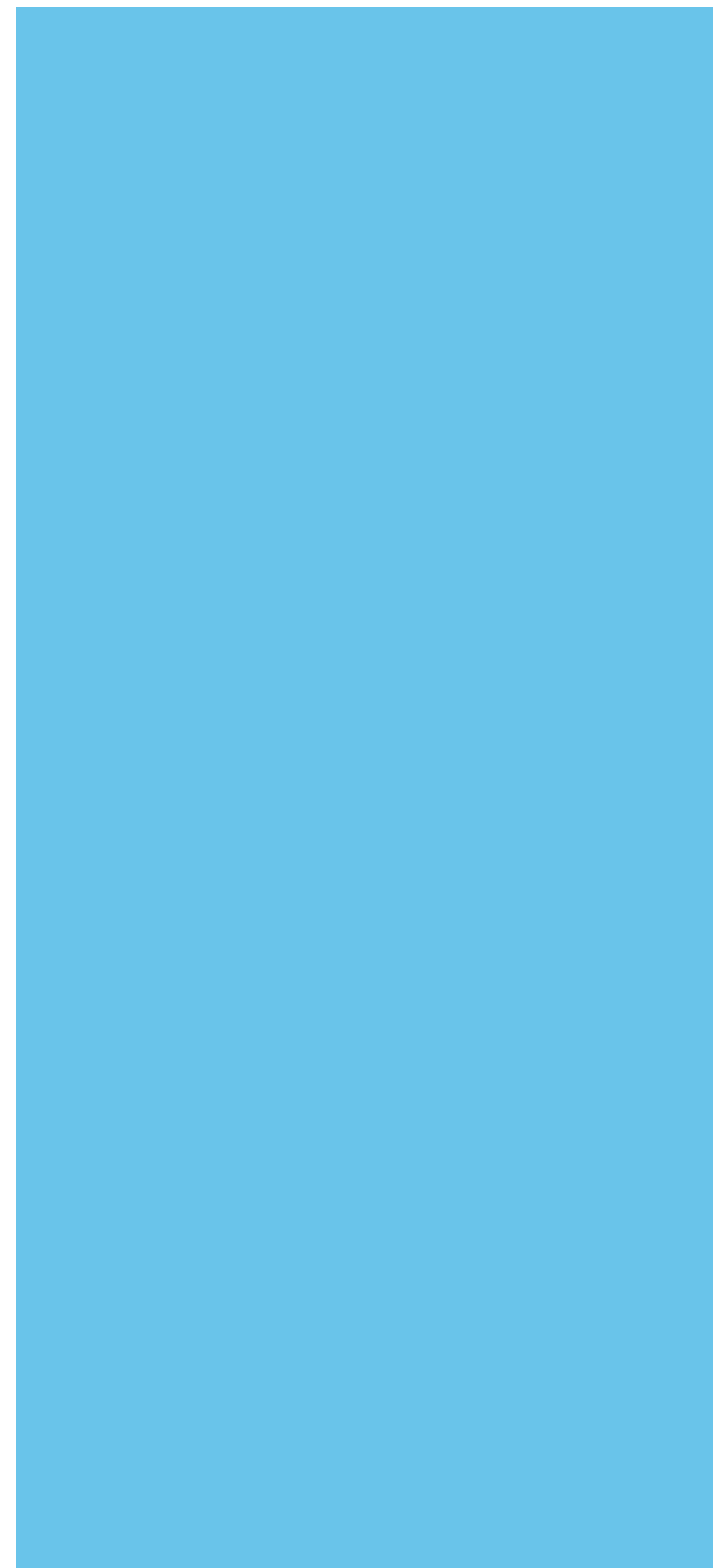
arkit





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## INTRODUCTION

Parkit is a social mobile application which connects users who need inner city parking with other users with spare parking spots.

This resource sharing approach benefits both parties as those needing parking are provided with a lower cost alternative to current solutions.

On the other side, those providing spaces are presented with a supplementary income stream.

## DOCUMENT PURPOSE

This document outlines the aesthetic and branding personality of the mobile parking solution application; Parkit.

Included are guidelines relating to the colours, logos, typefaces, and how to use them in all company correspondence and materials.



BRAND MOODBOARD



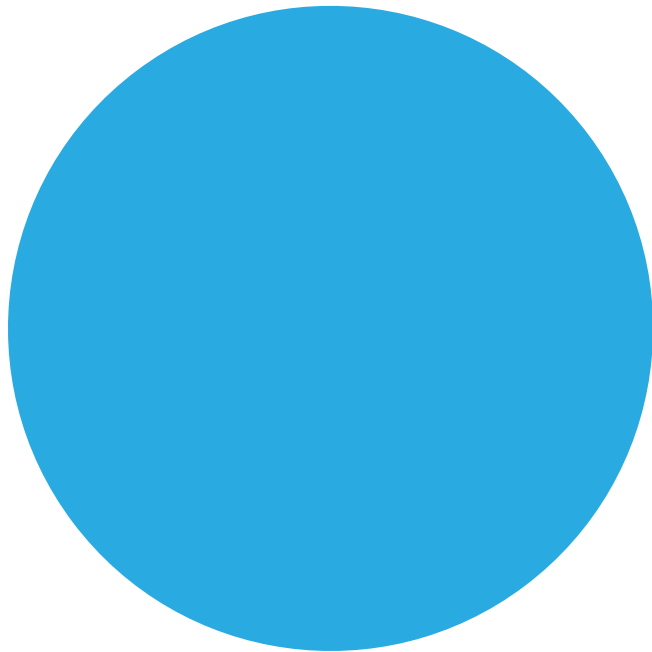
BRAND MOODBOARD

## LOGO FORMATS





## COLOR PALETTE



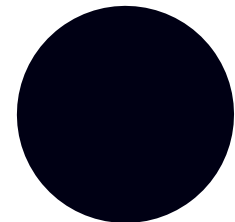
**CYAN**

#29ABE2



**STONE**

#EDE8E8



**MIDNIGHT**

#000014

## TYPEFACE

### MONTSERRAT

Julieta is a graphic designer and owner of ZkySky, a design studio which she co-founded in 1989 after earning a degree in Typeface Design. She lives and works in Montserrat, the first and oldest neighborhood in Buenos Aires.

The old posters and signs in the traditional Montserrat neighborhood inspired Julieta to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century.

## STYLES

### HIERARCHY

Body Text	Montserrat, Light, 18pt
Caption	Montserrat, Regular, 16pt
Subtitle Italic	Montserrat, Italic, 30pt
Header/Title	Montserrat, Bold, 48pt, All Caps
Title 1	Montserrat, Bold, 18pt, All Caps
Title 2	Montserrat, Bold, 15pt, All Caps
Running Header	Montserrat, Bold, 12pt, All Caps

## **SCALING**

Logo and type should not be distorted in any way, either vertically or horizontally.

## SCALING



