

All About



**BRAND STYLE GUIDE**

# LOGO USAGE



## PRIMARY LOGO

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FULL COLOR HORIZONTAL

This is the standard, full color version of the logo.



ALL WHITE HORIZONTAL

This version of the logo is for usage on dark backgrounds.

# LOGO USAGE GUIDELINES

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## RECOLOR

Recoloring of the logo in any color outside of the primary color palette is prohibited.



## LAYOUT

Altering the layout of the logo in any structure aside from the primary horizontal variants is prohibited.



## SIZE

The logo should always be legible. Do not use the logo if there is not ample space for legibility.  
Minimum digital size is 40px high.



## PROPORTIONS

Do not distort the logo in any way. The logo proportions should always be properly maintained

# LOGO CLEAR SPACE REQUIREMENT

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## EXCLUSION ZONE

Make sure that design elements or text do not encroach upon the logo

This x mark space should always be given to let the logo breathe, free from distraction

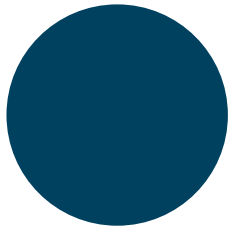
# COLOR PALETTE



# PRIMARY COLOR PALETTE

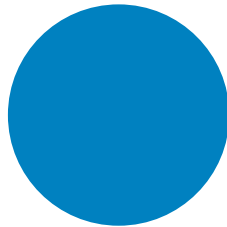
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ASTRONAUT BLUE



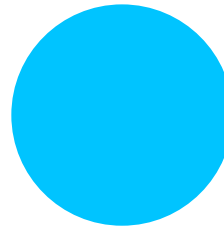
HEX: #004160  
RGB: rgb(0,65,96)  
CMYK: cmyk(100,32,0,62)

DEEP CERULEAN



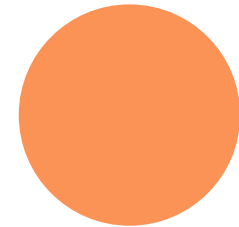
HEX: #0081C0  
RGB: rgb(0,129,192)  
CMYK: cmyk(100,33,0,25)

BRIGHT TURQUOISE



HEX: #00C4FF  
RGB: rgb(0,196,255)  
CMYK: cmyk(100,23,0,0)

TAN HIDE



HEX: #FA9355  
RGB: rgb(250,147,85)  
CMYK: cmyk(0,41,66,2)

# TYPOGRAPHY





## PRIMARY HEADINGS

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789**

Como  
Heavy  
Uppercase  
Tracking: 30

## SECONDARY HEADINGS

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

Como  
ExtraLight  
Uppercase  
Tracking: 30

## BODY COPY

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

Lato  
Regular  
SentenceCase  
Tracking: 0

# PHOTO USAGE



# STOCK PHOTOGRAPHY

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Stock photography is acceptable in print and digital materials for the All About ABA brand. Stock photos should evoke feelings of happy, positivity, and friendly.

