

STYLE GUIDE



BRAND LOGO



INSIDE EDGE TEAM LOGO



Following the original logo of **INSIDE EDGE TEAM**, other logo has been carefully constructed to maintain ownable characteristics while allowing for perfect legibility on most applications.



TYPOGRAPHY



TYPOGRAPHY: FONTS

Zapfino Extra Std
Forte One

ZAPFINO EXTRA STD FORTE ONE

1234567890

ABCDEFGHIJKLMNPQRSTUVWXYZ

Zapfino Extra Std Forte One Bold is our primary corporate typeface. This font is commonly used in headlines, subheads and quotes and set to UPPERCASE

EXAMPLE HEADLINE - ZAPFINO EXTRA STD FORTE ONE

***INSIDE EDGE
TEAM***

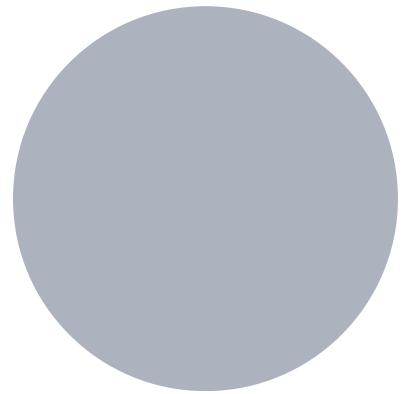


COLOR PALETTE



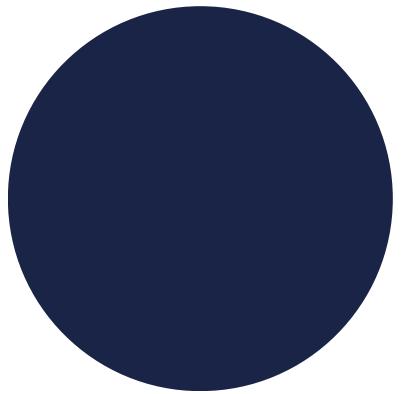
COLOR PALETTE

Cadet Blue



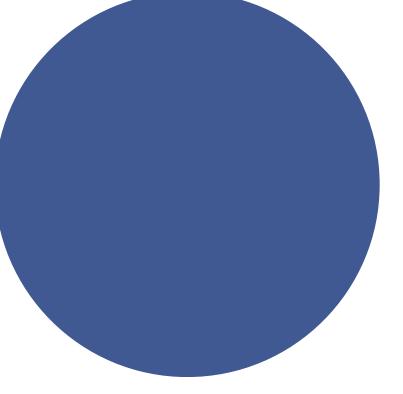
CMYK	RGB	Hex
C:10	R:172	#ACB2BE
M:6	G:178	
Y: 0	B:190	
K:26		

Yankees Blue



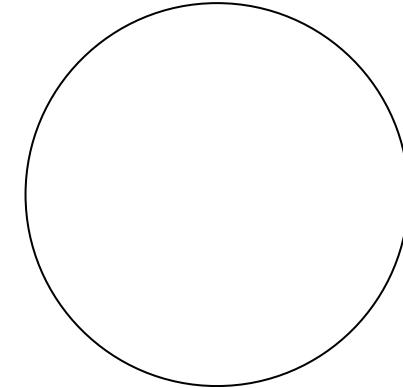
CMYK	RGB	Hex
C: 63	R:26	#1A2447
M: 49	G:36	
Y: 0	B:71	
K: 72		

Chinese Blue



CMYK	RGB	Hex
C:56	R: 64	#405993
M:39	G: 89	
Y:0	B: 147	
K:42		

White



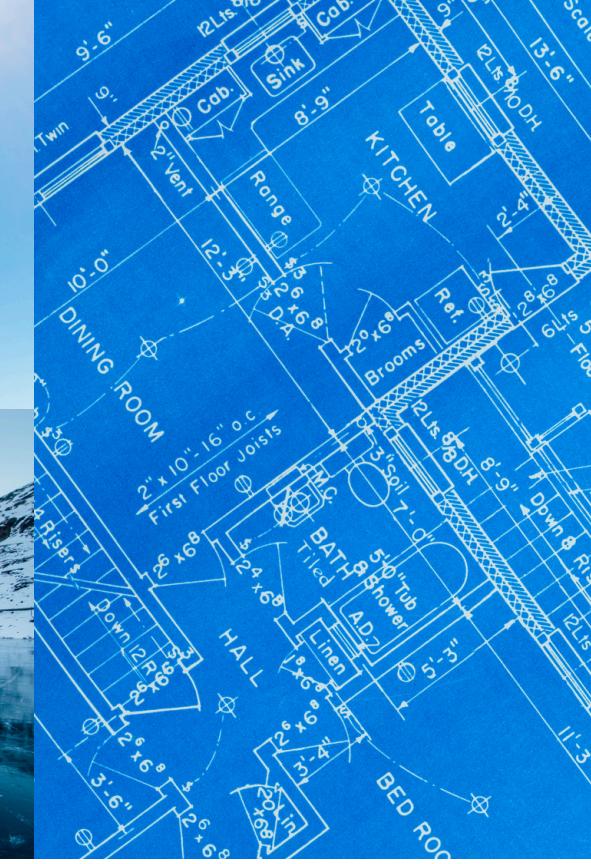
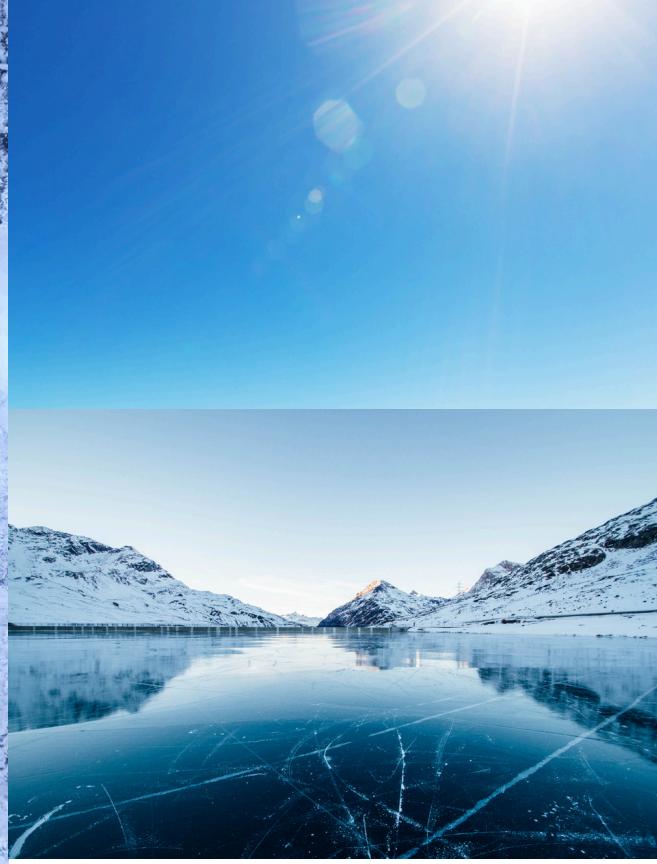
CMYK	RGB	Hex
C: 0	R: 255	#ffffff
M: 0	G: 255	
Y: 0	B: 255	
K: 0		



DESIGNS



MOOD BOARD



THUMBNAIL for BLOGS

THUMBNAIL DESIGN GUIDES

1



2



3



4



