

Intro Page



Brand Style Guide

Logomark

LOGO

Logomark

The logomark will be used on all social media profile icons, as well as gmail accounts.



Main Colors

COLORS

Main Colors



#AF092E

#F00237

#FF553B

FED027



Yellow Gradient

Typography

TYPOGRAPHY - FONTS

Typography

BEBAS NUE is used in the "MBSC" logo

Avenir Next is used in the "Marshall Business Student Community" part of the logo

Avenir Next has Light, Regular, Medium, Demi Bold, Bold, and Heavy variations that can be used for titles, headings, subheadings, body text, captions, etc.

Avenir is slightly darker and can also be used as a substitute

BEBAS NUE

A

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ'?'!''{#}[@]/&\<

Avenir Next

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
'?'!''{#}[@]/&\<

Logos

LOGO

Logo Alternative Colors



Logos V2

LOGO

Logo Alternative Colors V2



Google Form – Recruitment

Fall 2022 Recruitment



Google Form Banner

Fall 2022 Recruitment



Google Form – General

Fall 2022 Semester



Google Form Banner

Fall 2022 Semester



Logo Construction

LOGO

Logo Construction

The logo contains the logomark and the wordmark. Both elements have been exactly positioned and proportionally fine-tuned.

aim

WORDMARKLOGOMARK

Typography

TYPOGRAPHY - FONTS

Typography

As a web font you should use Inter Bold for headlines and Inter Regular for body text. All designs should be made with these two variations of the Inter font.

Inter
<https://fonts.google.com/specimen/inter>

Inter is a variable font family carefully crafted & designed for computer screens.

The Inter project is led by Rasmus Andersson, a Swedish maker-of-software living in San Francisco.

Inter Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
" ' ! ? () [#] { @ } / & % <

Inter Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
" ' ! ? () [#] { @ } / & % <

Mono Color

LOGO

Mono Color Logo

aim

aim

Alternative Backgrounds

LOGO

Logo on Alternative Backgrounds

Alternative color combinations.

aim

aim

Mono Color

COLORS

Main Colors

#77111D#AB1E28

#FAF8F8#1E1E1E

Color Usage

COLORS

Color Usage

Use red sparingly to highlight.

10%

10%

50%

30%