

*STYLE GUIDE*

# COLOR SCHEME

MAIN COLOR  
HEX NUMBER: #000000  
RGB: [0, 0, 0]  
CMYK: [0, 0, 0, 100]

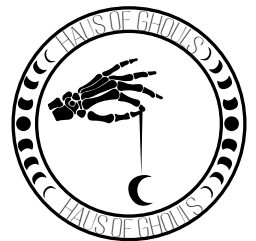


# LOGO & VARIATIONS

*LARGE*



*SMALL*



# TYPOGRAPHY & SIZES

## BRAND FONT

PRATA REGULAR  
FREE ON GOOGLE FONTS

HAUS OF GHOULS

I CREATED A LOGO WITH A SKELETON HAND HOLDING THE CRESCENT MOON BECAUSE IT RADIATES ELEGANCE AND INTRIGUE. THE GHOULISH SKELETON HAND STARKLY CONTRASTS THE GRACEFUL PHASES OF THE MOON. THE THIN PRATA FONT GIVES THE LOGO A MODERN, SOPHISTICATED FEEL.

## TYPESCALE

36PX - MEDIUM

HAUS OF GHOULS

24PX - THIN EXPANDED  
TRACK 75PT

LARGE BLOCKS OF TEXT

18PX - THIN SEMI EXPANDED  
SLANT TRACK 75PT

*NAVIGATION MENU*

12PX - THIN SEMI EXPANDED  
TRACK 75PT

PARAGRAPH BODY TEXT - SOME EXTRA TEXT HERE SO THAT WE CAN GET A SENSE FOR SIZING!W

# MOCKUPS



**THE END.**