



Palette

Graphic Design Studio

BRAND GUIDELINES

*If you can imagine it, we can create it.
Let's design something GREAT together.*

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INTRODUCTION

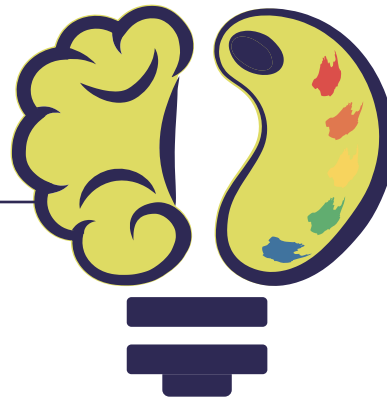
Palette Graphic Design Studio is an experienced and passionate group of designers, developers, project managers, writers and artists. Every client we work with becomes a part of the team. Together we face the challenges and celebrate the victories.

COMPANY OVERVIEW

It's a competitive world out there, and making a good first impression is vital to communicating your objectives and establishing relationships with prospective clients. That is why developing a professional image and eye-catching materials is an essential part of an effective marketing strategy. Our design team works collaboratively to give your company an eye-catching brand to put you ahead of your competitors. From logos to print work to packaging, we deliver inspired, effective, intelligent work for your brand.

LOGO ANALYSIS

This is a graphic of a brain. With our help, we can create endless ideas together.



This is a graphic of a palette. We can use the palette as a tool to bring our creative ideas to life.

Combining the brain and the palette, it forms a light bulb. This symbolizes us creating innovative ideas and making them a reality.

LOGO FORMATS



STACKED LOGO

This is the original and preferred mark for all applications.



HORIZONTAL LOGO

This version may be used in instances where spatial constraints require a configuration of a more horizontal nature.

LOGO CLEAR SPACE



To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.

The clear space minimum is equivalent to the vertical height of Graphic Design Studio (shown here as x), regardless of the size at which the logo is reproduced.

LOGO COLOR APPLICATION



Logo in light background



Logo in dark background

COLOR PALETTE

Black

80%
60%
40%
20%

CMYK 75 68 67 90

RGB 0 0 0

HEX #000000

Sunrise Orange

80%
60%
40%
20%

CMYK 6 67 73 0

RGB 230 116 81

HEX #E67451

Cloud Burst

80%
60%
40%
20%

CMYK 96 86 39 34

RGB 32 46 84

HEX #202E54

Light Mustard

80%
60%
40%
20%

CMYK 4 14 74 0

RGB 247 213 96

HEX #F7D560

Straw

80%
60%
40%
20%

CMYK 12 7 69 0

RGB 228 217 111

HEX #E4D96F

Tea

80%
60%
40%
20%

CMYK 64 13 65 1

RGB 101 171 124

HEX #65AB7C

Pale Red

80%
60%
40%
20%

CMYK 10 82 71 1

RGB 217 84 77

HEX #D9544D

Muted Blue

80%
60%
40%
20%

CMYK 81 52 18 1

RGB 59 113 159

HEX #3B719F

COLOR INDEX



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TYPOGRAPHY

Montserrat Black (Logo)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _

Montserrat Regular (Contact)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _

Gill Sans Bold (Headings)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _

Gill Sans Regular (Paragraph Text)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _

KEYWORDS

- Graphic Design Studio
- Design Company
- Graphic Design
- Logo Design
- Poster Design
- Magazine Design
- Product Design
- Website Design
- Illustration Design
- Brochure Design
- Banner Design
- Advertising
- Branding
- Packaging Design
- Info-graphics Design
- Print Design

WEBSITE



SWAGS

BACKPACK



BOTTLE

SWAGS



COFFEE MUG



T-SHIRT

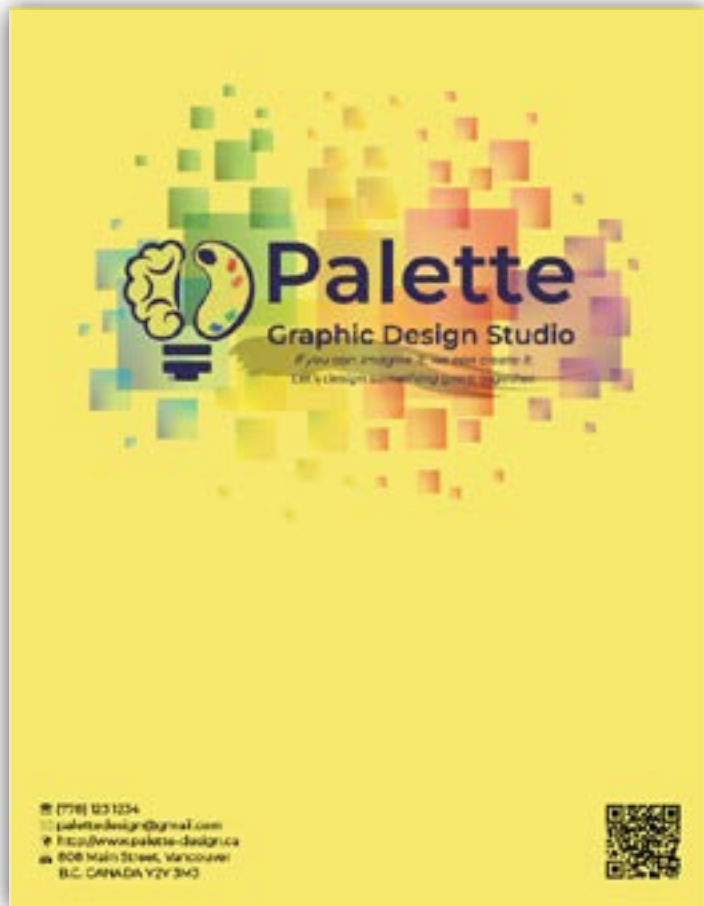
IMAGES

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BOOTH BANNER

IMAGES



FLYER



BACKDROP

STATIONERY



BUSINESS CARD



LETTERHEAD

STATIONERY



POSTCARD

