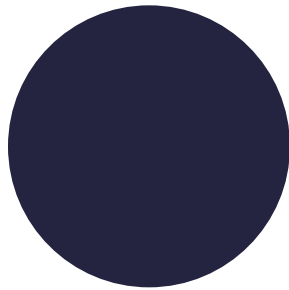# Dressmaker's Studio

Brand Standards

Updated August 2015

Color Specs

The Dressmaker's Studio identity utilizes two primary colors and two secondary colors. The primary colors should be used to represent the identity in all major touchpoints (e.g. a logo on a banner).
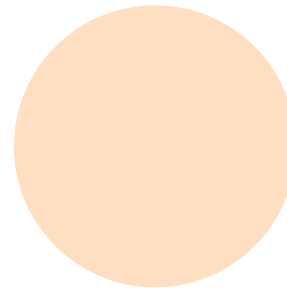
Primary —

Navy Blue
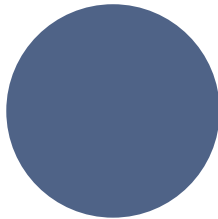RGB 35/35/65
HEX #232341
Pantone 282 U

Bisque
RGB 255/221/194
HEX #FFDDC2
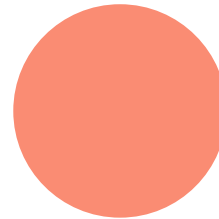Pantone 7506 U

Secondary —

Slate Blue
RGB 80/100/135
HEX #506487
Pantone 7462 U

Peach
RGB 250/140/115
HEX #FA8C73
Pantone 486 U

The secondary colors should be used for labels, borders, etc. in both print and digital touchpoints.

TYPOGRAPHY

The typeface used for all Dressmaker's Studio communication is Domaine Sans Text by Kris Sowersby of KLIM Type Foundry. Always use this typeface—never substitute a different typeface.

Domaine Sans Text LIGHT
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYy
Zz !&@ 123456789

Domaine Sans Text LIGHT ITALIC
*AaBbCcDdEeFfGgHhIiJjKkLlMmN
nOoPpQqRrSsTtUuVvWwXxYyZz
!&@ 123456789*

Domaine Sans Text REGULAR
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYy
Zz !&@ 123456789

Domaine Sans Text REGULAR ITALIC
*AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYy
Zz !&@ 123456789*

Domaine Sans Text MEDIUM
AaBbCcDdEeFfGgHhIiJjKkLlM
mNnOoPpQqRrSsTtUuVvWwXx
YyZz !&@ 123456789

Domaine Sans Text MEDIUM ITALIC
*AaBbCcDdEeFfGgHhIiJjKkLlM
mNnOoPpQqRrSsTtUuVvWwXx
YyZz !&@ 123456789*

Domaine Sans Text BOLD
**AaBbCcDdEeFfGgHhIiJjKkLlM
mNnOoPpQqRrSsTtUuVvWwX
xYyZz !&@ 123456789**

Domaine Sans Text BOLD ITALIC
***AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz !&@ 123456789***

Domaine Sans Text BLACK
**AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvW
wXxYyZz !&@ 123456789**

Domaine Sans Text BLACK ITALIC
***AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvW
wXxYyZz !&@ 123456789***

The primary logotype can be used in either the dark version (Bisque logotype on Navy background) or the light version (Navy logotype on Bisque background).

Dressmaker's Studio

Dressmaker's Studio

Alternate versions of the logotype included in the file package (Navy on White, White on Navy) should be used only when deemed appropriate or advantageous.

Monogram

The Dressmaker's Studio monogram should be used in secondary/supportive situations when the company/brand has already been introduced to the viewer.

CLEARSPACE

The integrity of the logotype and monogram is dependent upon an ample amount of clearspace (the negative space surrounding the logo). Always adhere to this standard.

Dressmaker's Studio

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IMPORTANT NOTE
Clearspace is built into the logo files within the file package.