

n+trl.

BRAND STYLE GUIDE

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LOGO USAGE

ALWAYS USE APPROVED VERSIONS, MAINTAIN CLEAR SPACE AROUND THE LOGO, AND AVOID ALTERATIONS SUCH AS STRETCHING, RECOLORING, OR ADDING EFFECTS.

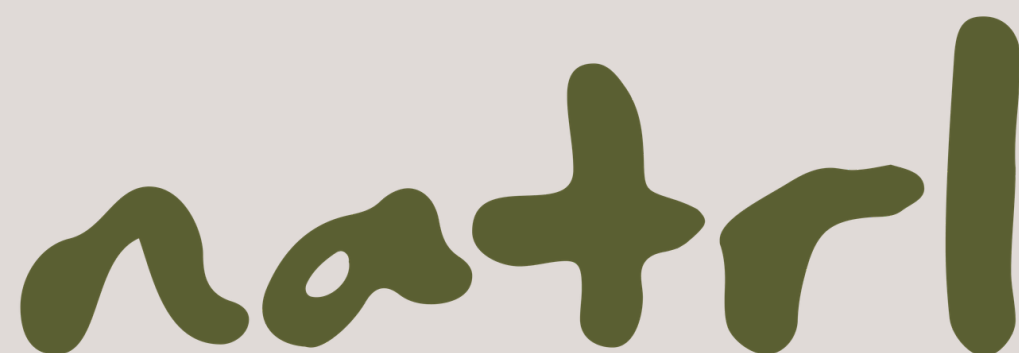
PRIMARY LOGO



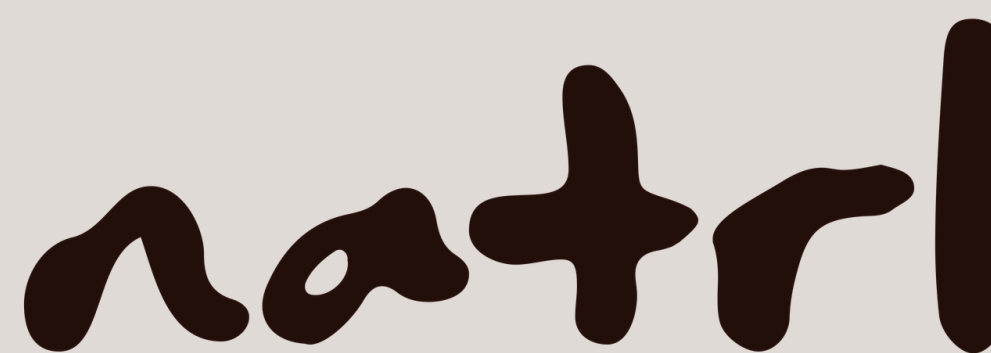
GALLERY



GALLERY



GALLERY



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LOGO USAGE

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SECONDARY LOGO



COLOR PALETTE

			
<div>LINEN #EDEBE4</div>	<div>SAGE #B6BD94</div>	<div>MOSS #5E6134</div>	<div>ESPRESSO #271004</div>

PRIMARY TYPEFACE

ELEVEN ELEVEN MEDIUM

HEADING

UPPERCASE

LETTER SPACING: 0 to -5

AA

A B C D E F G H I 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 (, . ; ' \$ %
& *)

ELEVEN ELEVEN LIGHT

BODY

UPPERCASE

LETTER SPACING: 0 to -5

AA

A B C D E F G H I 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 (, . ; ' \$ %
& *)

SECONDARY TYPEFACE

AILERON LIGHT

THE BRAND'S PRIMARY & SECONDARY TYPEFACE IS A SPECIFIC FONT STYLE THAT IS USED TO CREATE A CONSISTENT AND RECOGNIZABLE LOOK FOR A COMPANY OR ORGANIZATION.

THE PRIMARY TYPEFACE WILL BE USED AS THE HEADER & SUBHEADER FOR ALL MARKETING MATERIALS, SOCIAL MEDIA, WEBSITES, AND OTHER PROMOTIONAL MATERIALS.

THE SECONDARY TYPEFACE IS USED AS BODY TEXT FOR SOCIAL MEDIA GRAPHICS, WEBSITES, ADS, AND OTHER PROMOTIONAL MATERIALS.

Aa

A B C D E F G H I 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 k l
M n o p q r s t u v w
x y z

1234567890(,.,:'\$%&*)

FONT HIERACHY

ELEVEN ELEVEN
MEDIUM



HEADING

SUBHEADING



ELEVEN ELEVEN
LIGHT

AILERON
LIGHT



This is the body font. A thin and delicate sans-serif.

BRAND

APPLICATIONS



SOCIAL MEDIA - USE SIMPLIFIED LOGO WITH CONSISTENT FILTERS AND TYPOGRAPHY.

MARKETING MATERIALS - APPLY TEXTURES AND BRAND MARK WITH AMPLE WHITESPACE.

PACKAGING - FOLLOW TYPE HIERARCHY AND COLOR PALETTE THROUGHOUT.