

illusion bronze

BRAND STYLE GUIDE

PREPARED BY:
THE MISFIT CREATIVE

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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



LOGO USAGE

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

SUBMARK



COLOR PALETTE



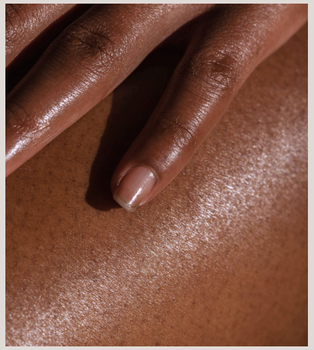
OFF-WHITE
#E9E6E2



FAIR NUDE
#D8B79F



BLUSH PINK
#C38381



SUNKISSED SKIN
#976958



ESPRESSO BROWN
#4B342C

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LOGO TYPEFACE

OSTRA CENTRA

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

THE LOGOTYPEFACE WILL BE STRICTLY USED FOR THE LOGO ONLY.

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

THE SECONDARY TYPEFACE IS USED AS BODY TEXT FOR SOCIAL MEDIA GRAPHICS, PACKAGING, 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(,.;'$%&*)

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PRIMARY & SECONDARY TYPEFACE

ELEVEN ELEVEN

HEADING
UPPERCASE
LETTER SPACING: 0 to -5



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 (, . ; ' $ %
& *)

AILERON LIGHT

BODY
REGULAR CAPITALIZATION
LETTER SPACING: 0 to -5



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

1 2 3 4 5 6 7 8 9 0 (, . ; ' $ % & *)

FONT HIERACHY

LOGO

illusion bronze

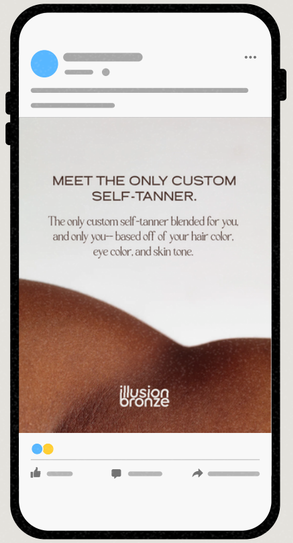
HEADING & SUBHEADING

ELEVEN ELEVEN
MEDIUM

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.

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