

ILLUMINATE STYLE GUIDE

BRAND COLORS

PRIMARY COLORS

Pantone 654 U R85, G104, B139 C98, M57, Y7, K21 Hex: #55688b R0, G0, B0 C0, M0, 0, K0

Hex: #0000

Use primary colors for backgrounds, headlines and large swatches of color. This should be the primary color of the brand and the one that you see most.

When using type over a large swatch of Pantone 654U, only use white. Do not use secondary colors overlayed as type.

SECONDARY COLORS

Pantone Pastels Neons Coated 9021 C R236, G226, B223 C6, M9, Y8, K0 Hex: #ece2df

Pantone Solid Coated 405 C R105, G97, B87 C55, M52, Y60, K25 Hex: #696157 Pantone Solid Coated 275 C R32, G30, B73 C69, M95, Y40, K41 Hex: #201e49 Pantone Solid Uncoated Cool Gray1U R230, G230, B230 C9, M6, Y7, K0 Hex: #e6e6e5 Reserve secondary colors to compliment primary colors. Use for subheads, patterns, and smaller brand pieces.

BRAND FONTS

DIAMONDS REGULAR

Use Diamonds Regular for headlines and display typography. Always track it out to 100pt, all caps, and do not use as an open type font (see note to the right).

ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890 Do not use font setting with on open-type stetting or with different glyphs. *This may be used rarely and only for large and short display copy.

ABQDEFGHIJKLN AV OPQRSTUNWXYZ 1234567890

Din Pro Italic

AaBbCcDdEeFfGgHh IiJjKkLlMmNnOopQq RrSsTtUuVvWwXxYyZz 1234567890 Use Din Pro Italic for sub-headers or long body copy. When paired with Diamonds Regular, this font should always appear at least 40% smaller. Always track this font out to 10pt.

Always use in lowercase.

LOGO

PROPER LOGO USE





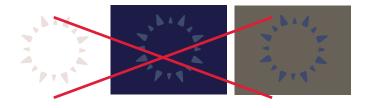






IMPROPER LOGO USE

Do not use logo in low contrast designs. The logo should always pop from the background. Do not use with like colors or directly over photos.



Do not resize the proportions or ratio of logo elements.

