

DECK84

CASUAL WATERFRONT DINING

BRAND STYLE GUIDE

Below is how the logo should appear.

This logo should be resized proportionally and should not be stretched to fit a space.



Logo on White



Logo on Black



Logo in B&W on White



Logo in B&W on Black (do not use)

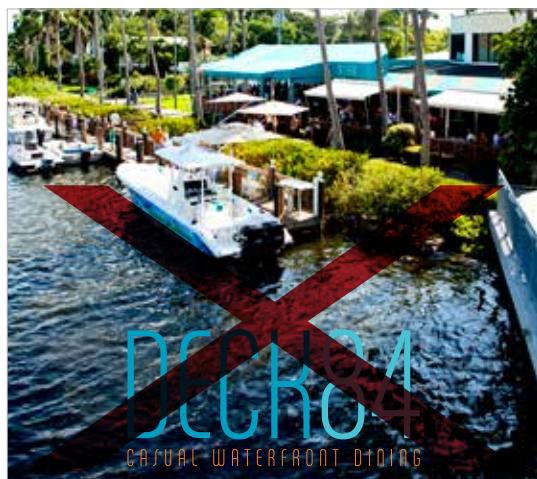
Below are examples of how to use this logo.



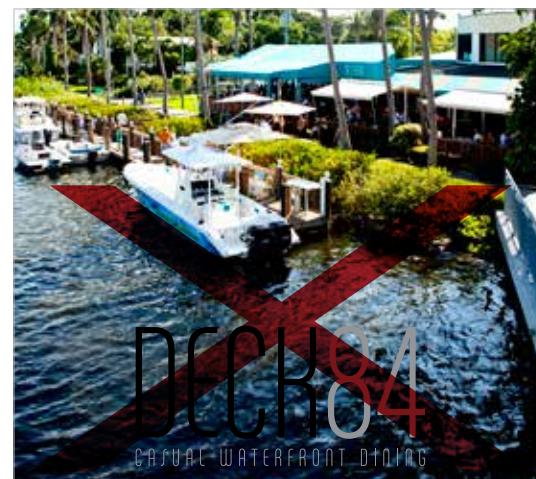
Acceptable usage



Acceptable usage



Not acceptable usage



Not acceptable usage

Below are the color values for this brand.

Colors are provided for print (Pantone & CMYK) and web (RGB).



Pantone: 3153 C
CMYK: 100, 1, 20, 3
RGB: 0, 159, 194



Pantone: 3115 C
CMYK: 69, 0, 16, 0
RGB: 71, 195, 211



Pantone: 158 C
CMYK: 0, 64, 95, 0
RGB: 245, 128, 37



Pantone: 582 C
CMYK: 22, 9, 100, 39
RGB: 138, 141, 9



Pantone: 155 C
CMYK: 0, 12, 32, 0
RGB: 255, 255, 186

Below is a texture that should be used for this brand.

This texture can be used as a design element in both print and web pieces.



Texture



Texture with logo placed on top

Below are the fonts that should be used for this brand.

These are available for purchase on fonts.com, fontpalace.com, etc.

CHALET COMPRIME MILAN SEVENTY

This is the Chalet Comprime family and it should be used for all printed materials.

Swiss 721 BT Medium
Swiss 721 BT Thin

This is the Swiss 721 BT family and it should be used for all printed materials. Oblique options for this font family can be used for copy.

This brand style guide can be changed at any time.

For more up to date information or if you have any specific design or print questions, please contact The Gab Group.

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