

MINI BRAND STYLE GUIDE



PRIMARY LOGO



SECONDARY LOGO



SQUARE



FAVICON



A primary logo with background color



Use a secondary logo for a small space



COLORS



HEX #002060
RGB: 40 32 96
CMYK: 100 84 30 24
PMS: 624

HEX #C0392B
RGB: 194 132 104
CMYK: 30 57 40 0
PMS: 689

HEX #002060
RGB: 40 32 96
CMYK: 100 84 30 24
PMS: 624

HEX #F0E68C
RGB: 240 230 140
CMYK: 1 2 2 0
PMS: 602

HEX #F08080
RGB: 240 128 128
CMYK: 2 20 14 0
PMS: 689

FOUNTS

Use for H1, headline, titles, quote

FreightNeo Pro

Light Light Italic
Book Book Italic
Medium Medium Italic

Use for H2, H3, sub-headline, body text

Quasimoda

Light Light Italic
Regular Regular Italic
SemiBold SemiBoldItalic

DESIGN ELEMENTS



“Baking is done out of love, to share with family and friends, to see them smile.”

- Anna Olson

Logo Style Guide Example

J Elliott



Logo Style Guide Example:

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