BRAND GUIDELINE SHEET

PRIMARY LOGO



USAGE: This should be used first if space allows for it. Use it on websites, footers, stationery, signage etc.

SECONDARY LOGO



USAGE: For when the primary logo doesn't fit in the required space. Use on websites, printed materials and larger elements.

LOGO MARK



USAGE: Social media profile pictures, stamps, favicon etc. Use this when your other variations simply won't fit.

COLOR PALETTE

CMYK:
Standard color format used for print media. (flyers, business cards, posters, brochures etc.)

RGB:
This is used on-screen and for web design and social media.

HEX Code:
This colour code is used on-screen and for web design.

LIGHT SEA GREEN
Primary Color

CMYK	C: 72 M: 3 Y: 38 K: 0
RGB	R: 42 G: 182 B: 174
HEX	# 2AB6AE

PUMPKIN
Primary Color

CMYK	C: 2 M: 62 Y: 87 K: 0
RGB	R: 240 G: 127 B: 57
HEX	# F07F39

NIGHT
Secondary Color

CMYK	C: 73 M: 67 Y: 66 K: 82
RGB	R: 18 G: 18 B: 18
HEX	# 121212

BRUNSWICK GREEN
Secondary Color

CMYK	C: 89 M: 52 Y: 64 K: 48
RGB	R: 15 G: 67 B: 64
HEX	# 0F4340

IVORY
Secondary Color

CMYK	C: 2 M: 0 Y: 9 K: 0
RGB	R: 248 G: 250 B: 234
HEX	# F8FAEA

PEACH
Secondary Color

CMYK	C: 2 M: 32 Y: 45 K: 0
RGB	R: 246 G: 182 B: 141
HEX	# F6B68D





LOGO VARIATIONS















Business Name: LIFE WITH SYSTEMS VIA CONNIE S. FALLS.

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