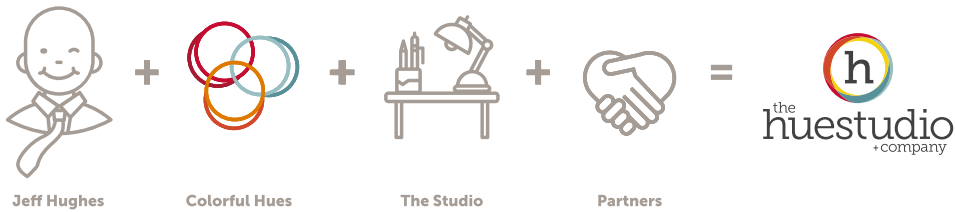


Our Look | Quick Reference Guide



Logo

There are a few approved variations of The Huestudio + Company logo. These variations exist to best meet the distinct requirements of a given application. Signage, stationary, and marketing materials have unique characteristics which, on occasion, dictate for use of secondary logo artwork. Whenever possible, it is best to use the appropriate version of the logo. It is critical that we do not stretch, crop, distort or skew the logo.



MINIMUM CLEAR SPACE



MINIMUM SIZE



Colors

PRIMARY PALETTE

The primary palette is the most dominant across communication materials. The colors are part of the logo and represent the bold, bright, modern, and professional perspective of The Huestudio + Company.

SECONDARY PALETTE

The secondary palette builds upon our primary colors and adds depth to and complements our primary palette. These colors should be used as accents as overusing them can make communications appear too "rainbowy" and can diminish hierarchy.

TERTIARY PALETTE

Our tertiary palette adds a neutral base to our communications. These colors should be used sparingly.

LOGO/PRIMARY

PMS 186
c0 m100 y75 k4
r198 g12 b48
#C60C30

PMS 173
c0 m80 y94 k1
r210 g73 b42
#D2492A

PMS 7405
c0 m11 y97 k0
r243 g211 b17
#F3D311

PMS 5503
c39 m3 y11 k8
r153 g191 b194
#99BFC2

PMS 5483
c62 m9 y20 k27
r88 g145 b153
#589199

SECONDARY

PMS 187
c5 m100 y71 k22
r167 g25 b48
#A71930

PMS 138
c0 m50 y100 k0
r223 g122 b0
#DF7A00

PMS 3288
c100 m3 y58 k16
r0 g133 b102
#008566

PMS 5473
c83 m14 y23 k50
r21 g101 b112
#156570

PMS 5125
c45 m77 y13 k42
r106 g64 b97
#6A4061

Fonts

Museo Slab and Museo Sans are our primary typefaces. They can be purchased through Fontshop or are available via Adobe® Typekit. All weights are approved for use.

Aa

AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk

Museo Slab should be used for featured text and headlines.

Museo Sans should be used for body copy.

If Museo Slab or Sans is unavailable, the font **Tahoma** should be used.

Style Guide

- Headlines should be written in Title Case
- The Huestudio + Company full title should always be used
- All caps should be used sparingly and not appear in large headlines

In addition to our main palettes, we have a pink palette for use exclusively with breast cancer awareness. Please e-mail info@thehuestudio.com to request its use.



Logo Lock-ups & Type Treatments

LOGO LOCK-UPS

The Huestudio + Company has many partnerships and loves to highlight these organizations. When The Huestudio + Company is a primary partner, or the partnership is being presented in collateral that is primarily The Huestudio + Company branded, a logo lock-up treatment can be created.

The Huestudio + Company logo should appear first, left, with a pipe, followed by the partner's logo. The logos should be scaled so that they appear equal in size and one does not dominate the other.

LOGO LOCK-UPS



SPECIALTY TYPE TREATMENTS

Specialty type treatments can be created for unique programs and events and should *always* appear with the full The Huestudio + Company logo. Exceptions can be made when they appear in the context of larger The Huestudio + Company collateral (ex. a page inside a brochure for The Huestudio + Company where the logo appears on the cover).

SPECIALTY TYPE TREATMENTS



Icons

Icons can be used for quick visual reference to help clarify meaning, directions or actions. They should be simple, straight-forward and easily identifiable at a glance.



ICON USE

Icons are primarily for use on the web. They can be used in print to bring consistent visual reference, but they should be used at small sizes. An exception to this rule is wayfinding signage.

Branded Graphics

Our branded graphics are a unique and defining graphic element of The Huestudio + Company brand. These graphics are generally more detailed than an icon and the use of color helps to make them more illustrative and lively.



PINK PALETTE GRAPHICS



BLACK & WHITE



BRANDED GRAPHIC USE

Our branded graphics have wide-ranging use with few limitations.

Color branded graphics should never appear in black and white. If an exception is made for black and white use, the colored circles should be converted to various transparencies of black to achieve appropriate balance and visual interest.

Branded graphics should appear over white or tertiary grays, and a white background must be applied to the shape to prevent gray from distorting the multiply-effect colors.

BREAST CANCER AWARENESS (PINK) GRAPHICS

Branded graphics used for breast cancer awareness are approved to use the special pink color palette, in conjunction with the full palette.

Visit brand.thehuestudio.com to access the latest version of these guides or to download available assets.

These guidelines have been created as a set of tools for our partners when working with The Huestudio + Company brand. Please e-mail info@thehuestudio.com if you have any questions.