



brand guidelines

## color palette

### primary colors



PMS 2315C  
CMYK 25, 68, 100, 15  
RGB 170, 94, 38  
HEX #aa5e26



PMS 7412C  
CMYK 15, 50, 75, 0  
RGB 215, 142, 85  
HEX #d78e55



PMS BLACK C  
CMYK 0, 0, 0, 90  
RGB 65, 64, 66  
HEX #414042

### secondary colors



PMS 2168C  
CMYK 87, 56, 40, 31  
RGB 34, 81, 100  
HEX #225164



PMS 621C  
CMYK 17, 0, 16, 0  
RGB 211, 235, 219  
HEX #d3ebdb

## typography

### primary typeface

Graphik Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

0123456789

### secondary typefaces

**Paralucet Bold**

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNPOQRSTUVWXYZ**

**0123456789**

### **Sepia Studio**

The quick brown fox jumps over the lazy dog.

## social media bio

**145 characters**

**instagram**



good design...  
it starts with a conversation. it ends in realization.  
[www.sepia-studio.com](http://www.sepia-studio.com)  
your graphic design dept exclusively by @cushing-chicago

**twitter**



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**pinterest + fb**



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**linkedIn**



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**logo variations**



**full color**



**on solid fill**

All of logo maintains 90% black with exception of the broken stripe.  
"stripe" is in this order: 90%, 30%, 40%, 60%

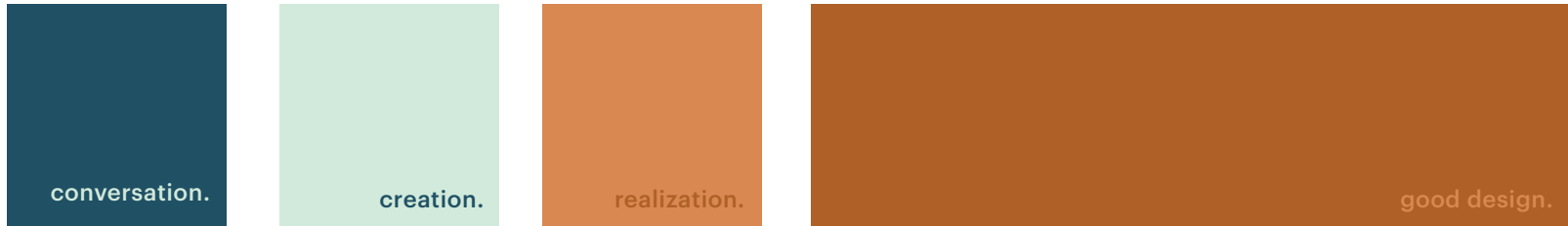


**BW**



**on image**

## "broken stripe" representation



conversation + creation + realization

= good design



## medallion variations

