



brand guidelines

color palette

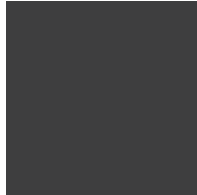
primary colors



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

ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

0123456789

secondary typefaces

Paralucent Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

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
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

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



BW

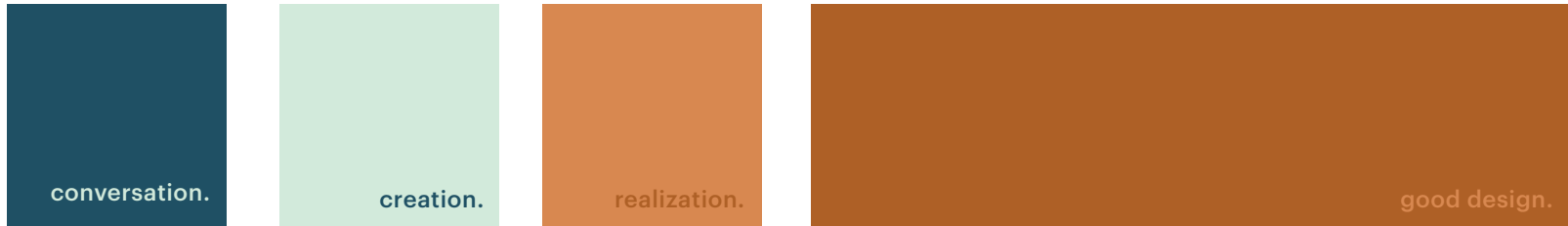


on solid fill



on image

"broken stripe" representation



conversation + creation + realization

= good design



medallion variations

