



SUMMIT MEDIA DESIGN, LLC

brand style guide

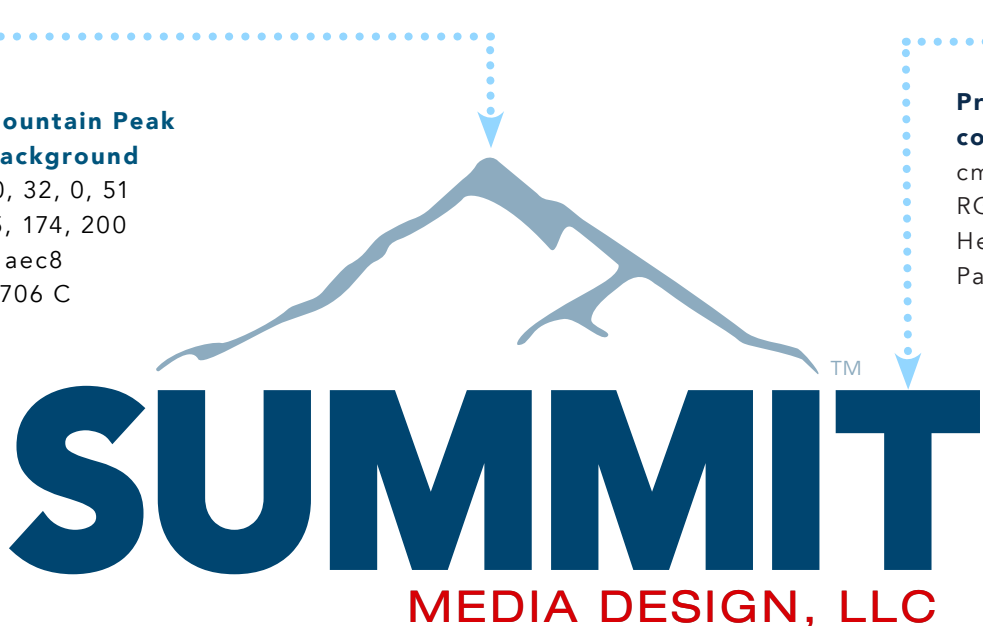
v.01.03 2018

PREFACE

In this book you will find brand development information for Summit Media Design, LLC.

The information contained within the book will continue to evolve, but if you have any questions, please send us a note at info@summitmediadesign.com.

BRAND LOGO COLORS



Primary Mountain Peak on Solid Background
cmyk: 100, 32, 0, 51
RGB: 145, 174, 200
Hex: #91aec8
Pantone: 7706 C

Primary mountain color
cmyk: 100, 38, 0, 56
RGB: 0, 69, 112
Hex: #004570
Pantone: 302 C

Primary Mountain Peak on Image Background
cmyk: 100, 38, 0, 56
45% transparency

RGB: 0, 69, 12
45% transparency

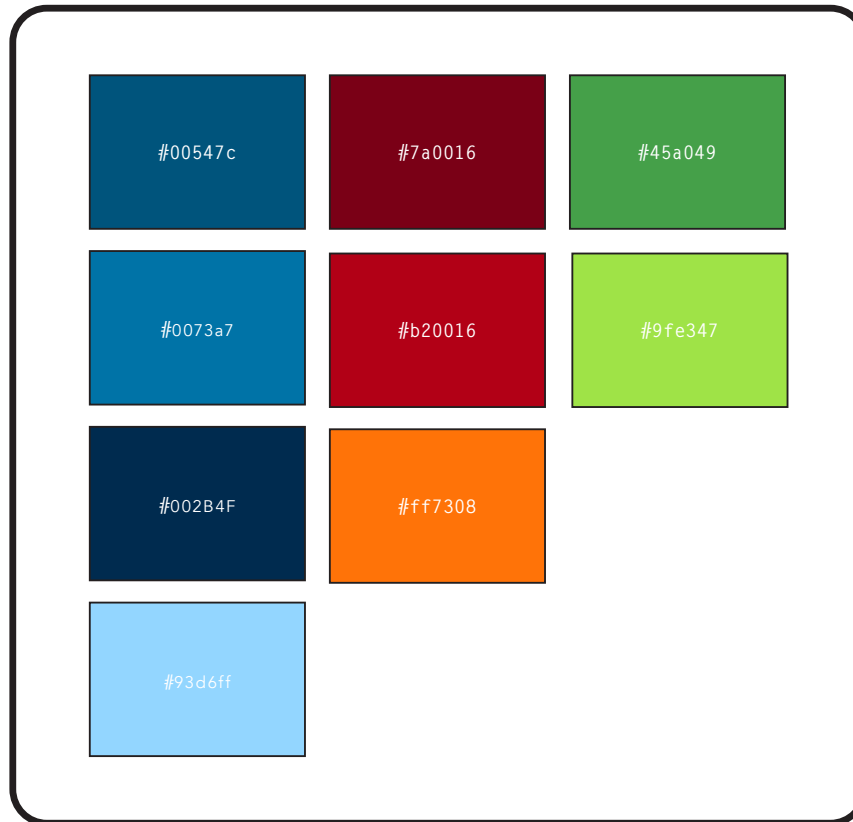
Hex: #04570
45% transparency

Secondary text
cmyk: 0, 100, 98, 15
RGB: 216, 0, 5
Hex: #D80005
Pantone: 2035 C

The palette is built using varying shades of blue. The color blue is associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, and truth.



COMPLIMENTARY COLORS



The secondary palette is constructed using bold shades of red and green. Amongst other associations, the color red is identified with energy, strength, power and determination. Green is the most aesthetically peaceful color for the human eye; it suggests stability and endurance. Finally, the combination of blue, red and green relates very closely to the way humans perceive color with the r-g-b receptors in our retinas.

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FONT FAMILY (sans-serif)



AVENIR (primary font)

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

HELVETICA **NEUE** (alternative primary font)

Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Thin - Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold - Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

EUROSTYLE LT Std Extended 2 (MEDIA DESIGN font)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ



Body Text Kerning: (50)

“The quick brown fox jumps over the lazy dog.”

HEADLINE TEXT KERNING: (60)

O V E R

**“THE QUICK BROWN FOX JUMPS OVER
THE LAZY DOG.”**



The word avenir is French for “future” and is classified as a Geometric font. Avenir displays a timeless image and offers a harmonious and sensible appearance for both texts and headlines.

BRAND SAFE ZONES



NO text or object elements will appear within the safe zone areas to ensure that the design feels uncramped and clean.



ALTERNATIVE BRAND LOGO ICON



USES:

- Favicon.ico
- Logo uses smaller than 45px X 45px

BRAND LOGO USES OVER BACKGROUND



0 - 30% Color Saturation
No Change

Background Color Saturation Above 30%
All white.

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