

STYLE GUIDE



1-COLOR MARKS



AVATARS / FAVICON



TYPOGRAPHY

Archer Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx YyZz 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

GOTHAM BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx YyZz 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ &**

COLOR PALETTE

BOTTLE GREEN



PMS	CMYK	HEX	RGB
3308 C / U	91, 47, 73, 50	#004437	0, 68, 56

PELL GREEN



PMS	CMYK	HEX	RGB
718 C / 717 U	18, 80, 100, 8	#c04d00	128, 199, 188

TINTS



80% PMS 3308

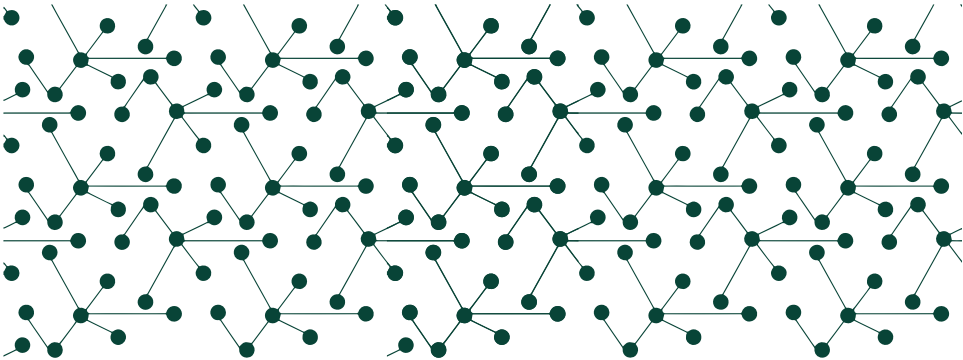


60% PMS 3308



40% PMS 3308

PATTERN



BACKGROUND 100 % / PATTERN 80%



BACKGROUND 60 % / PATTERN 40%



USAGE DONT'S



DO NOT REARRANGE
ELEMENTS



DO NOT MIRROR



DO NOT ALTER
PROPORTIONS



DO NOT USE MULTIPLE TINTS



DO NOT APPLY UNAPPROVED COLORS
TO A PORTION OF THE MARK



DO NOT APPLY UNAPPROVED
COLORS TO THE MARK



DO NOT OUTLINE ELEMENTS



DO NOT REMOVE ELEMENTS



DO NOT ADD A DROPSHADOW



DO NOT PLACE MARK IN A BOX
ON AN IMAGE



DO NOT ADD ELEMENTS



DO NOT CHANGE TYPEFACE

STYLE RECOMMENDATIONS – LITTLE INDUSTRIES

Letterhead: 2/o – PMS 3308u + 717u

Envelope: 1/o – PMS 3308 u

Business Card: 2/1 – PMS 3308u + 717u (front) // PMS 3308 100% + 80% (back)



30 North Main Street
Providence, RI 02903



Doug Scott
Head Honcho

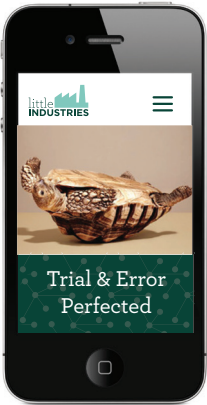
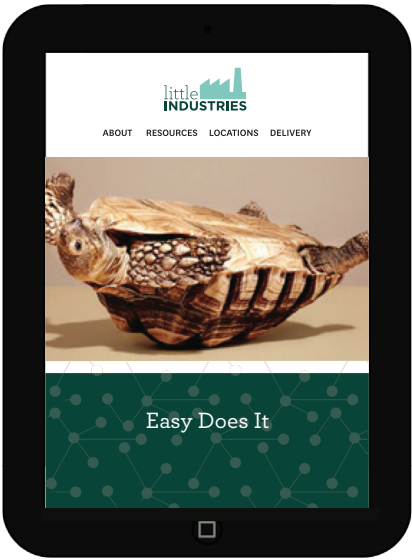
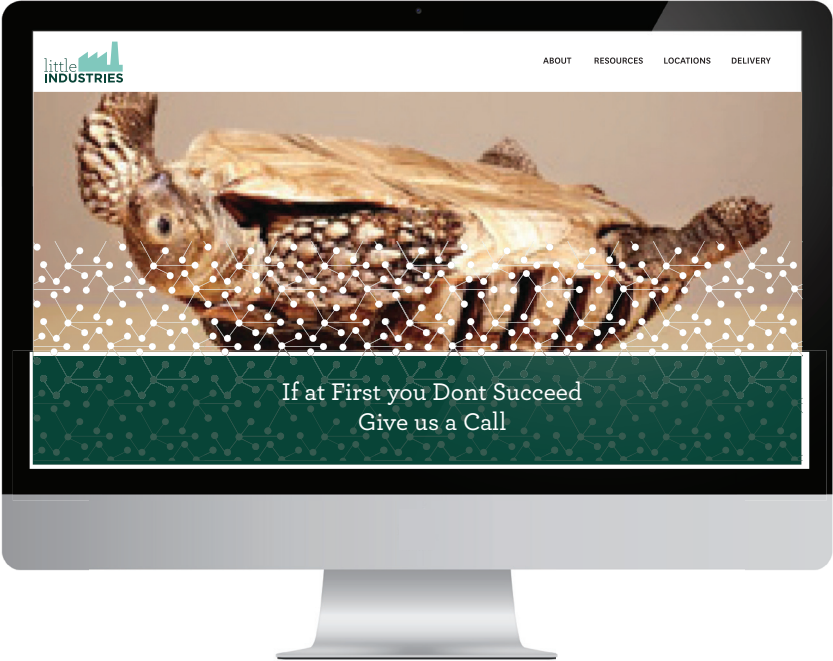
doug@littleindustries.com
401-454-6171

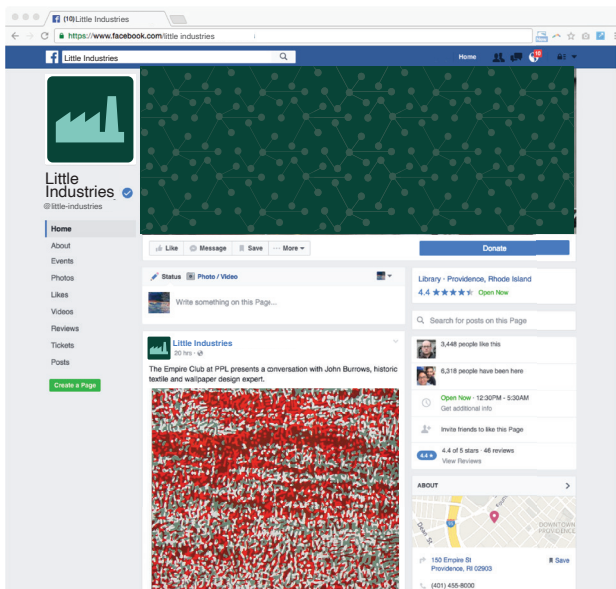
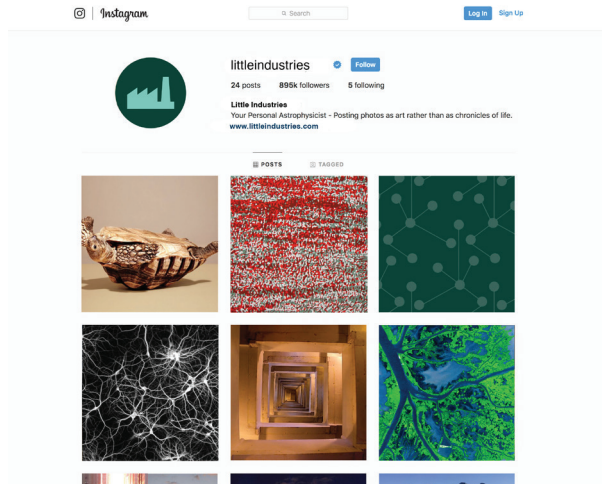
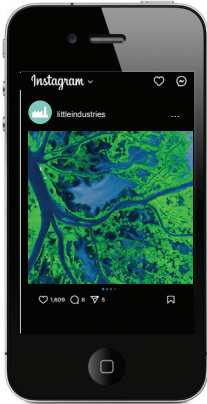
401-454-6171
30 North Main Street, Providence, RI 02903

Shirt: White on dark green

Tote: White + 80% PMS 3308 match







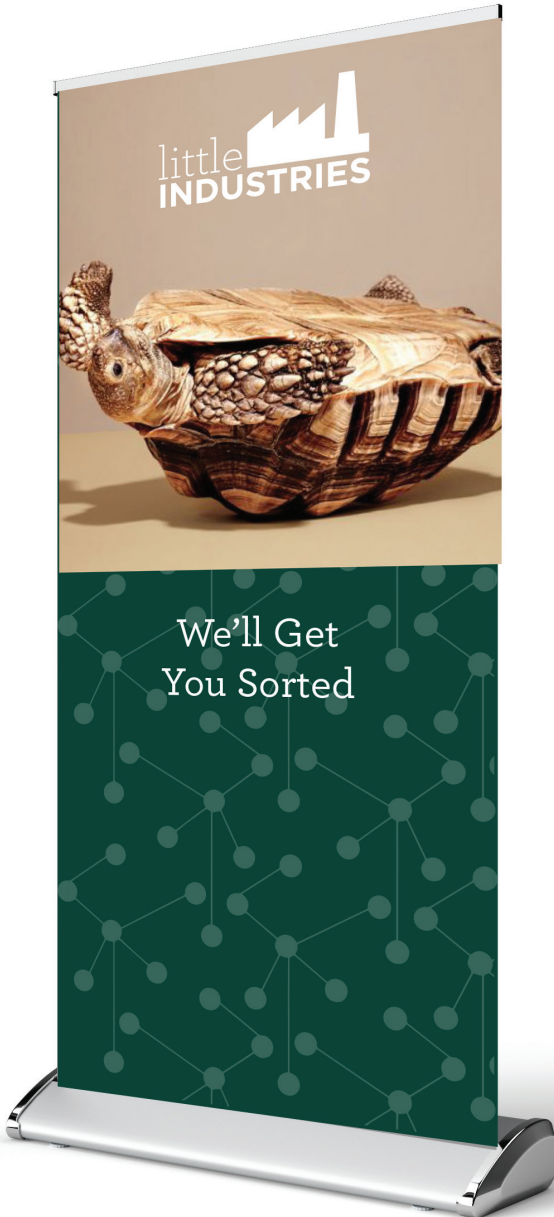
BLADE SIGN: metal and internal illumination



BILLBOARD - four color process



CARTRIDGE BANNER: 4 color process



PINS/STICKERS: 4 color process

