CAROLINA HEAVY HAULERS inc

BRAND GUIDELINES

Provided by Golden Soul Studios



Congratulations on your new logo suite!

We’re just as excited for you to put it out in to the world as you are! In this guide you’ll find a break down of your brands colors and typefaces, as well as an explanation of the different file types you have been given and the best way to use them.

Your Colors

Primary Colors

RED
CMYK: 0 99 100 0
RGB: 237 32 36
HEX: #ed2024
Pantone (approx): 3556 C

BLUE
CMYK: 100 90 25 12
RGB: 35 57 116
HEX: #233974
Pantone (approx): 3597 C

Secondary Colors

WHITE
CMYK: 0 0 0 0
RGB: 255 255 255
HEX: #ffffff
Pantone (approx): n/a

BLACK
CMYK: 0 0 0 100
RGB: 0 0 0
HEX: #000000
Pantone (approx): Black C

Your Typefaces

APOTEK BOLD or BLACK

Display Typeface

Use for large header titles that don’t have a lot of text.

Download Font

Etna Italic

Display / Accent Typeface

Use for small sections of text you'd like to highlight

Download Font

Open Sans

Paragraph Typeface

Use a bold or extra bold weight for secondary headings.
Use a semibold italic weight for tertiary headings.
Use a regular weight for paragraph text.

Download Font

Title

Secondary Heading

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Accent Text

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File Types

Vector Files

AI
Adobe Illustrator

AI is a proprietary vector-based file format by Adobe Systems. It is the standard source file for your logo. Some print shops will request this file when prepping a project for print.

PDF
Portable Document Format

Another editable vector-based file format. Its universal file format makes it extremely versatile. It's typically used for printing and easily sharing documents.

EPS
Encapsulated Post Script

Like a PDF, and EPS can be edited with any vector graphics program. Although it's becoming outdated, some print shops with older software will still request these files so they're good to have on hand.

SVG
Scalable Vector Graphic

SVGs are great for websites or apps to keep logos and icons sharp and are infinitely scalable without pixelation.

Image Files

JPG
Joint Photographic Experts Group

A popular image format that is commonly used for photographs and web graphics. Its lossy compression allows for smaller file sizes than PNG, but does not support transparent backgrounds.

PNG
Portable Graphics Network

Another image file format that is great for web graphics and digital displays. Supporting transparent backgrounds is a key advantage over JPEG, but file sizes are typically larger.

– File types for print purposes

– File types for web purposes

Color Types

Color Spaces

CMYK

Print (Cyan, Magenta, Yellow, Black)

CMYK stand for Cyan, Magenta, Yellow, and Black. These are the four basic colors used for printing. CMYK files are for any project that will be physically printed such as business cards or brochures. They are not for screen use.

RGB

Digital (Red, Green, Blue)

The color space for digital displays. These files are used for the digital purposes such as web graphics or photographs. Printing RGB file can result in blurry images with inaccurate colors. Use CMYK or Pantone files for printing purposes.

PANTONE

Spot Color

Pantone is a standardize system for color. Unlike CMYK, a Pantone or spot color is a single color created from a precise mixture of inks. Their color accuracy is superior to CMYK, but can become costly using more than three colors.



CONTACTS

We hope you find these guidelines helpful! We at Golden Soul Studios are here as your brand partner to support you on this exciting journey for all your design needs. Please do not hesitate to reach out!

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