



GINGER GREELY

STYLE GUIDE

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MASTER LOGO AND SECONDARY LOGOS



MASTER: Full Color Logo in CMYK and RGB Formats



Grayscale Logo



Black Logo With Inline Style



Black Logo With Solid Type



White Logo



White Logo With Inline Style

LOGO USAGE TO SCALE



Exclusion Zones

Always allow a minimum space around the logo.



Minimum width

The logo minimum width is 90px or 32mm.



Maximum width

There is no maximum size defined for this logo.

LOGO TYPOGRAPHY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 10

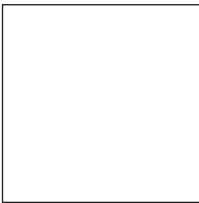
FONT STYLE: Arvoire Leonard Regular

LOGO COLOR PALETTE

Primary Colors



BLACK:
HEX #000000
R0 G0 B0
C30 M30 Y30 K100
PMS Black



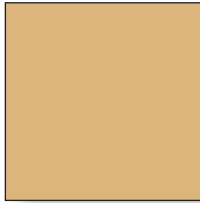
WHITE:
HEX #FFFFFF
R255 G255 B255
C0 M0 Y0 K0
PMS White 000C



BROWN:
HEX #521B16
R82 G27 B22
C39 M86 Y81 K61
PMS 490C



RED:
HEX #004842
R183 G72 B66
C21 M84 Y76 K9
PMS 7598C



GOLD:
HEX #DCB67D
R220 G182 B125
C14 M28 Y57 K0
PMS 156C



GREEN:
HEX #D8DBB9
R216 G219 B185
C16 M7 Y31 K0
PMS 5807C

GLOSSARY OF TERMS

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

VECTOR

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

GRAY/BLACK/WHITE

(Black, White, Tones of Black) color mode is used for both computer-based and print design as described previously

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.