Brand Guideline Sheet

Primary Logo

Usage: This should be used first if space allows for it. Use it on websites, footers, stationery, signage etc.
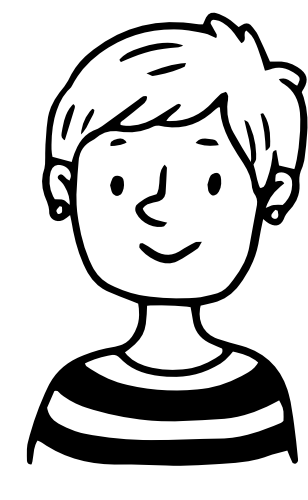
Secondary Logo

Usage: For when the primary logo doesn't fit in the required space. Used on websites, printed materials and larger elements.

Logomark

Usage: Social media profile pictures, stamps, favicon etc. Use this when your other variations simply won't fit.

Colour Palette

CMYK:
They are the colours used in printed materials.

RGB:
This is used on-screen and for web design.

HEX Code:
This colour code is used on-screen and for web design.

Midnight Black
Primary Colour

CMYK	C: 91 M: 79 Y: 62 K: 97
RGB	R: 0 G: 0 B: 0
HEX	#000000

Firecracker Red
Primary Colour

CMYK	C: 21 M: 100 Y: 100 K: 18
RGB	R: 170 G: 0 B: 0
HEX	#AA0000

Cloud Grey
Secondary Colour

CMYK	C: 6 M: 4 Y: 5 K: 0
RGB	R: 242 G: 242 B: 242
HEX	#F2F2F2

Cotton White
Secondary Colour

CMYK	C: 0 M: 0 Y: 0 K: 0
RGB	R: 255 G: 255 B: 255
HEX	#FFFFFF

Brand Assets

Illustrations can be used on their own or as a pattern swatch. Use this on websites, stationery, packaging, printed materials, social posts etc.

Primary Font

Miso Bold

Usage: The primary font is your default typeface & should be used within headers & titles.

Secondary Font

MONTSERRAT MEDIUM

Usage: The secondary font compliments your primary font. This will be used on subheadings.

Complementary Font

Montserrat

Usage: This compliments the primary & secondary font. This should be used within body copy.

Business Name: Petit Garçon   **Created by:** Moxie Studios