

**STREETLAW**<sub>INC</sub>

# **BRAND STYLE GUIDE**

**PREPARED BY TIM ELLIS WITH SHARPEN CREATIVE**

# BRAND COLORS

## PRIMARY BRAND COLORS

Freshly Paved  
PMS: Black 6 C  
CMYK: 82 / 71 / 59 / 75  
RGB: 20 / 22 / 26  
HEX: #14161a

Pure White  
Spot color: opaque white  
CMYK: 0 / 0 / 0 / 0  
RGB: 255 / 255 / 255  
HEX: #ffffff

## SECONDARY BRAND COLORS

If these secondary brand colors were to be placed in order of usage / importance, the following order may be referenced:

1. Grey
2. Yellow
3. Blue
4. Red

Shining Silver  
PMS: Cool Gray 3 C  
CMYK: 21 / 17 / 17 / 0  
RGB: 200 / 200 / 200  
HEX: #c8c8c8

Quick Silver  
PMS: Cool Gray 6 C  
CMYK: 36 / 29 / 29 / 0  
RGB: 168 / 168 / 168  
HEX: #a8a8a8

Cyber Sun  
PMS: Yellow 012 C  
CMYK: 1 / 13 / 100 / 0  
RGB: 255 / 213 / 0  
HEX: #ffd500

Go for Gold  
PMS: 7406 C  
CMYK: 6 / 22 / 100 / 1  
RGB: 241 / 196 / 0  
HEX: #f1c40f

Sky Dive Blue  
PMS: 310 C  
CMYK: 54 / 0 / 11 / 1  
RGB: 87 / 217 / 235  
HEX: #57d9eb

Dynamic Sky Blue  
PMS: 311 C  
CMYK: 69 / 0 / 11 / 0  
RGB: 15 / 186 / 209  
HEX: #0fbad1

Candy Red  
PMS: Bright Red C  
CMYK: 0 / 91 / 95 / 0  
RGB: 237 / 41 / 24  
HEX: #ed2918

Crimson Red  
PMS: 3546 C  
CMYK: 10 / 100 / 100 / 2  
RGB: 207 / 17 / 0  
HEX: #cf1100

MINIMUM SIZE STANDARDS



2" (144 px) width



1.5" (108 px) width



3" (216 px) width

CORNER RADIUS STANDARD

0.25" Radius



4.5" (324 px) width

SPACE AROUND STANDARD

0.5" (36 px) Margin on all sides



space between logo and slogan equals the height of one line from the letter "e" in the logo

4.5" (324 px) width

MAXIMUM SIZE & STROKE OUTLINE STANDARDS

Maximum corner radius 1.3889" (100 px) for graphic shapes and clipping masks

3.2 pt stroke



6.25" (450 PX) WIDTH

5.5 pt stroke



4.5" (324 PX) WIDTH

## DO NOT DISTORT THE LOGO



## DO NOT USE DROP SHADOWS OR OTHER EFFECTS



## DO NOT CHANGE THE OPACITY OF THE LOGO



## DO NOT ROTATE ANY PART OF THE LOGO



## DO NOT MODIFY THE SHAPE OF THE LOGO



## DO NOT RESIZE THE SLOGAN IN RELATION TO THE LOGO



## DO NOT USE DIFFERENT COLORS FOR THE LOGO



## DO NOT USE THE 1 COLOR LOGO ON COLORED BACKGROUNDS



## DO NOT USE THE LOGO IN A SENTENCE.

Use plain text or substitute the heading font apotek black (all caps)

When mentioning **STREETLAW**, do not replace words with the logo itself.

## DO NOT USE THE LOGO WITH SLOGAN ON AN IMAGE





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