

EM

EMILY MUSKER

INTERIOR ARCHITECTURE & DESIGN

Brand style guide

Logotype

The logotype comes with a symbol consisting of a monogram of the letters E & M. The monogram can stand by itself if it's used for smaller purposes like favicons or for small stationery such as pencils or where the logo does not fit.

The logo should not be stretched or reformatted nor should the font be changed.

The logo can be changed into all colours provided in the colour palette and should not be changed to any other colour.



Primary
Colour can be changed into
provided colour palette



Inverted
Against appropriate background



Black
When ink colours are limited

Logotype Variations

There is one vertical logo, the primary and two horizontal versions that can be used for different purposes and sizing. Colours are to be changed after the provided colour palette.



Social media icons



Typography

Aa

Avenir Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 - &*#@?!/+(.,:;)

Aa

Avenir Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 - &*#@?!/+(.,:;)

Aa

Avenir Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 - &*#@?!/+(.,:;)

Aa

Avenir Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 - &*#@?!/+(.,:;)

Aa

Avenir Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 - &*#@?!/+(.,:;)

Aa

Avenir Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 - &*#@?!/+(.,:;)

Brand colours



HEX #f4f2f0
RGB 244,242,240
CMYK 0,1,2,4
Pantone 663C



HEX #D7D3CE
RGB 215,211,206
CMYK 0,2,4,16
Pantone Warm Gray 1C



HEX #CEC3BC
RGB 206,195,188
CMYK 0,5,9,19
Pantone Warm Gray 2C



HEX #a59b94
RGB 165,155,148
CMYK 0,6,10,35
Pantone Warm Gray 6C



HEX #867c74
RGB 134,124,116
CMYK 0,7,13,47
Pantone 409C