

Branding Guide



EDDIE STONE

LOGO & ICON

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The primary logo variations come in 2 color palette options: burnt orange & stone grey. Light & dark options available depending on the background color.

Burnt Orange &
Charcoal

Stone Grey &
Charcoal



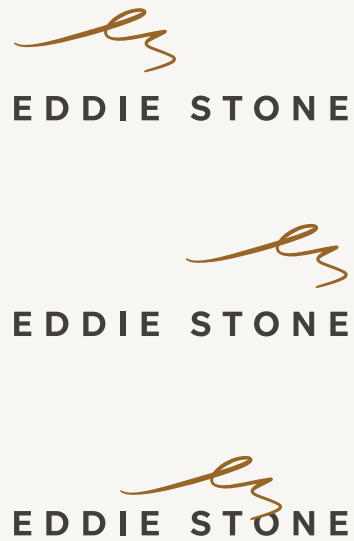
Burnt Orange &
Ivory

Stone Grey &
Ivory

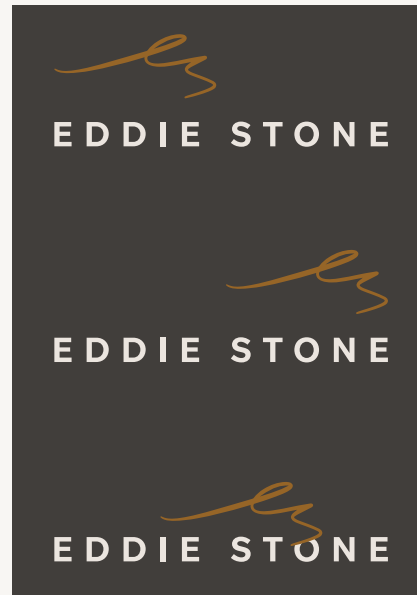


The secondary logo variations come in 2 color palette options: burnt orange & stone grey. Light & dark options available depending on the background color.

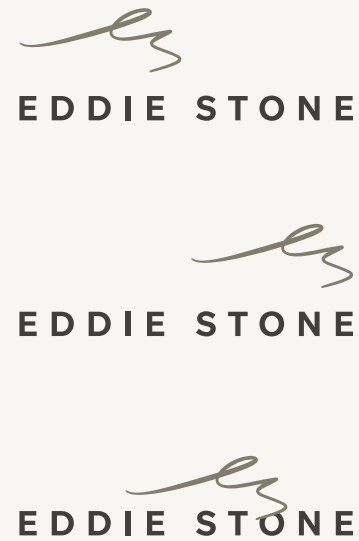
Burnt Orange &
Charcoal



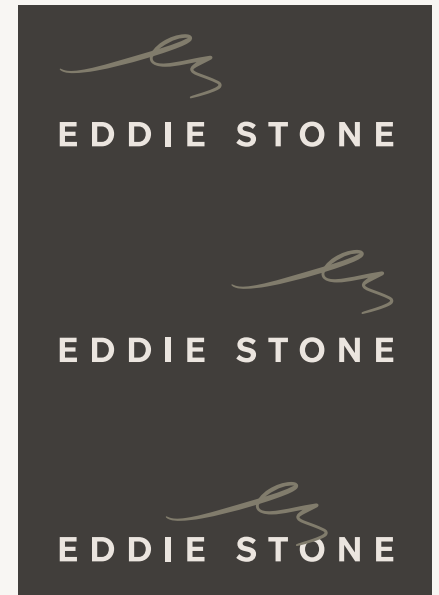
Burnt Orange &
Ivory



Stone Grey &
Charcoal



Stone Grey &
Ivory



The logo signature mark can be applied in all four primary color ways.





NEVER CHANGE SPACE RELATIONSHIP
BETWEEN THE WORD MARK TEXT



NEVER STRETCH OR WARP THE LOGO



NEVER TILT OR ROTATE LOGO



NEVER APPLY EFFECTS TO LOGO



ALWAYS ENSURE PROPER LEGIBILITY AND
CONTRAST WHEN PLACING IDENTITY ON COLOR



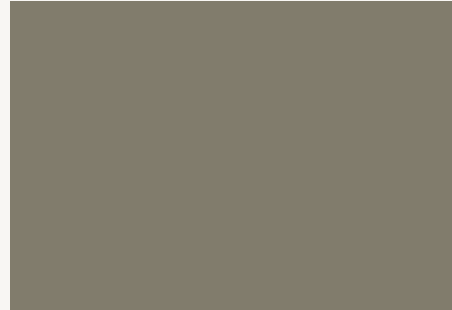
UNLESS SPECIFIED IN GUIDELINES,
NEVER CHANGE THE COLOR OF THE LOGO



PRIMARY PALETTE



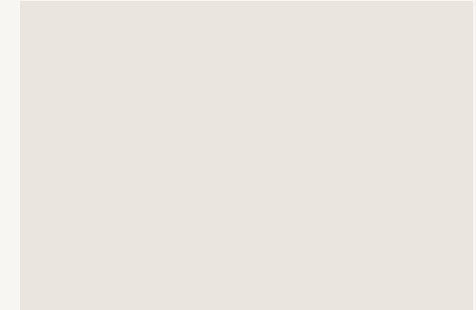
BURNT ORANGE
CMYK - 33, 58, 100, 19
RGB - 152, 102, 40
HEX# 986628



STONE GREY
CMYK - 49, 44, 55, 12
RGB - 130, 124, 109
HEX# 827c6d



CHARCOAL
CMYK - 65, 61, 63, 49
RGB - 65, 62, 59
HEX# 413e3b



IVORY
CMYK - 7, 7, 10, 0
RGB - 234, 229, 222
HEX# eae5de

SECONDARY PALETTE



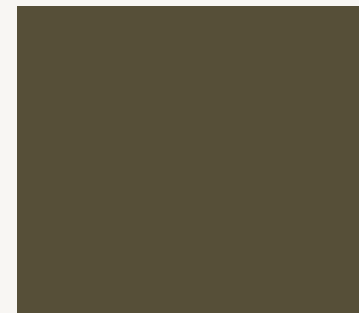
RUST
CMYK - 36, 76, 97, 45
RGB - 108, 55, 24
HEX# 6c3718



SLATE BLUE
CMYK - 77, 56, 53, 34
RGB - 57, 79, 84
HEX# 394f54



PINE
CMYK - 77, 51, 71, 51
RGB - 42, 66, 54
HEX# 2a4236



DARK OAK
CMYK - 56, 54, 75, 40
RGB - 87, 79, 57
HEX# 574f39



NAVY
CMYK - 89, 72, 52, 56
RGB - 23, 43, 58
HEX# 172b3a



LOGO & PRIMARY FONT

ARIBAU GROTESK BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!#\$%&*():;"'{}[]|?<>~

ARIBAU GROTESK

ARIBAU GROTESK

ARIBAU GROTESK

ARIBAU GROTESK

Black

Medium

Regular

Light



Headlines & Callouts

Unna Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!#\$%&*()::;"{}[]|?<>~

Unna

Regular



Body Copy

Lexend Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!#\$%&*()::;"'{}[]|?<>~

Lexend

Lexend

Lexend

Lexend

Bold

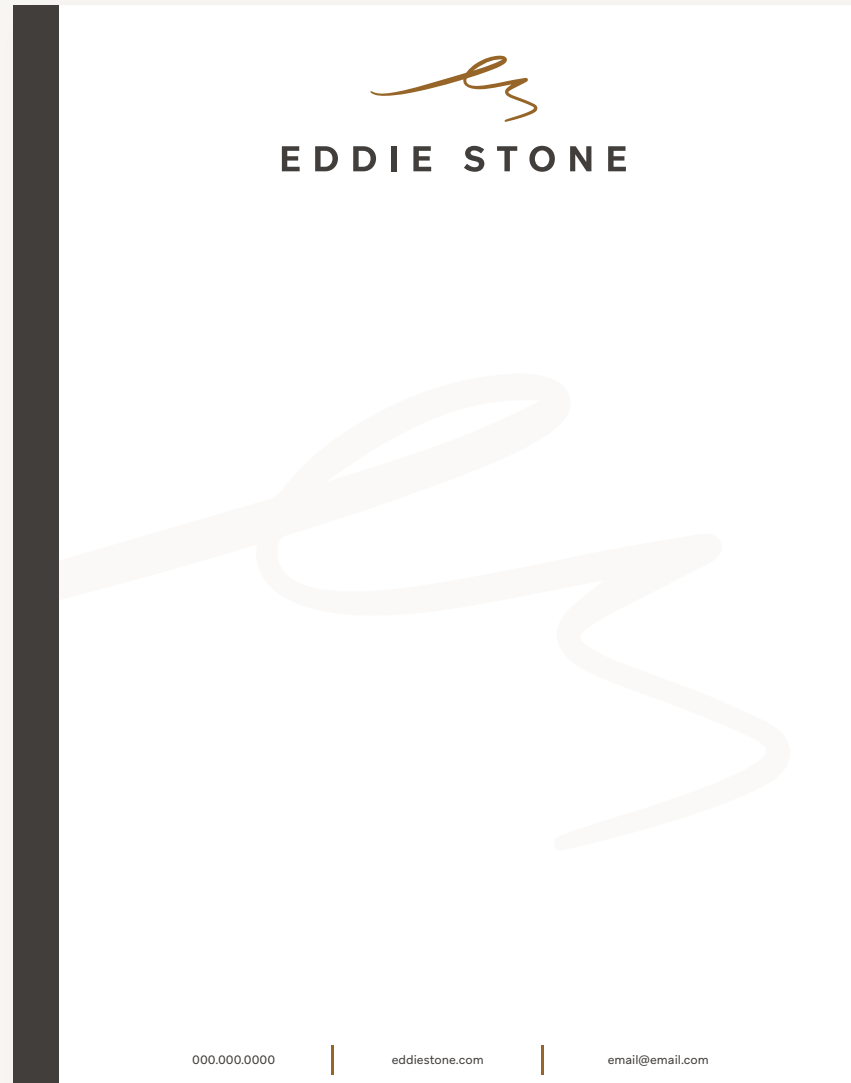
SemiBold

Medium

Light

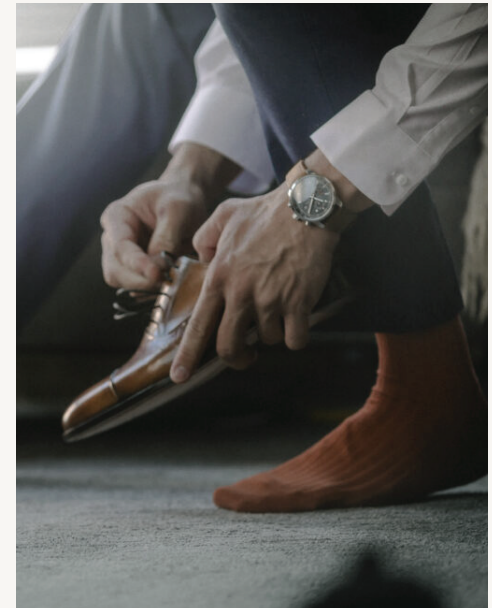


Business Card & Letterhead



Clothing Labels





EDDIE STONE

BRAND MISSION

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio.





EDDIE STONE

www.eddiestone.com