

MINI BRAND STYLE GUIDE



PRIMARY LOCKUP



SECONDARY LOCKUP



The secondary lockup and logomark can be used in place of the full lockup in small applications, when space is limited, or when you need a more abstract way to represent your brand.

LOGOMARK + FAVICON



Suggested logomark and background color combinations

COLORS

TWIG	# 262519
C0 M3 Y34 K85	R38 G37 B25

JUNIPER	# 415E49
C31 M0 Y22 K63	R65 G94 B73

SPRING GREEN	# 939B4B
C5 M0 Y52 K39	R147 G155 B75

BURNT SIERRA	# D35E2E
C0 M55 Y78 K17	R211 G94 B46

DAYLIGHT BLUE	# 87C1E9
C42 M17 Y0 K9	R135 G193 B233

SANDSTONE	# F9F3E2
C0 M2 Y9 K2	R249 G243 B226

FONT SUGGESTIONS

HEADINGS ————— HWT ARTZ

Subheadings ————— PARKSHORE SCRIPT

BODY / PARAGRAPH TEXT ————— GILL SANS