



through

ROSE COLORED

glasses

**Brand style guide**

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# Introduction



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This is an internal usage guide for Through Rose Colored Glasses, with instructions on proper usage for color, typography, and logo marks, as well as social media badges.

# Primary Logo: variations

(01)



(02)



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Where possible, dark rose background with lighter cream text preferred. On white backgrounds, use dark rose colored logo. Full black text against white and white against black also permitted when color is not an option, but is never the primary or preferred logo usage.

# Breathing space



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Center of logo is based on center of rectangular box, and not complete shape of logo. Allow breathing space on all sides of logo shape, creating equal distance on the outsides of the box.

## Secondary logo

(01)



(02)

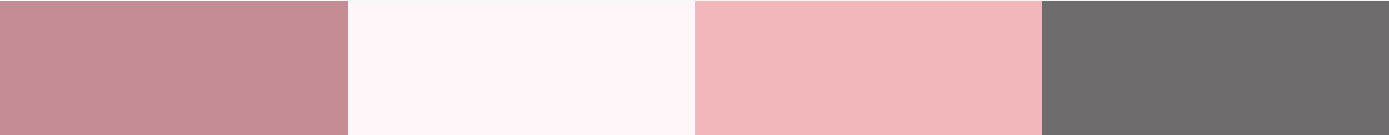


(03)



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1. In some cases, the graphic may stand alone as the logo mark, such as in social badges.
  2. ONLY when landscape format is not available, this may serve as the vertical format version of the logo.
  3. This is only used when functioning as a signature (email, blog posts, etc).

# Colour palette



Dark Rose

RGB 199, 141, 147

CMYK 22, 50, 32, 00

HEX #c78d93

Pantone 500c

Cream Pink

RGB 254, 245, 249

CMYK 00, 04, 00, 00

HEX #fef5f9

Pantone 705c

Petal Pink

RGB 239, 182, 187

CMYK 04, 33, 15, 00

HEX #efb6bb

TRCG Grey

RGB 110, 108, 109

CMYK 57, 50, 48, 16

HEX #6e6c6d



Dark Rose accented with Cream Pink

COLOUR USAGE RECOMMENDATION (APPROXIMATE RATIO):



# Social media badges

(01)



(02)



(03)



(04)



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The rose graphic may serve as a stand alone avatar to strengthen the brand and add dynamics to logo usage.



# Brand Typeface

NUNITO SANS REGULAR - BODY COPY AND CTA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BASKERVILLE SEMI BOLD, ALL CAPS FOR SUB HEADINGS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!@#\$%&\*!?**

Upper and lowercase Baskerville Semi Bold should only appear in the largest headings on a piece. Subheadings use Baskerville Semi Bold in all caps. Body copy and calls to action (such as buttons), use Nunito Sans Regular.

BASKERVILLE SEMI BOLD, UPPER AND LOWERCASE FOR LARGE HEADINGS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!@#\$%&\*!?**

## Typeface sample

**CIUM LABO ET  
ARIASSUNTIA  
VELLACCUS REM**

Sed quia. Lorruntion perspernam, eles eiciam faceper chillorem que qui omnis accullis moloria sam repta dolore el eium volores nam, venimin non nossus ea volo quaspis aut aut lat illacia aut mo con cor accat re voluptius eicipsum sunte et volupta tionessunt.

Id estius. Mo vent, sedipsapit, consequid que non consed ma dolest, que dellendae nullaut omnimus daectatem quam, cuptaspe voluptae versper uptamendae versperchil millorrum ex excepe qui nobissi blab iumque veliberrum num quis maxim aut es erchillutet et ulpa diti re plabo. Nam aut es deniendis sint.

“Dundis  
Itatios quo  
quas ducipid  
eriorum rem  
fugit ut aut  
eumquia!”

# Document summary



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TRCG is meant to be a soft, warm, inviting, feminine brand. Baskerville ties in the logo and body copy to convey professionalism and elegance. Handwritten aspect of logo ties together with the personal touch of handwritten notes added to purchases by business owner. Dusty rose tones and timeless charm invite you to see the world through rose colored glasses.

**Style Guide By Muse Creative**

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