

Elizabeth Sloane

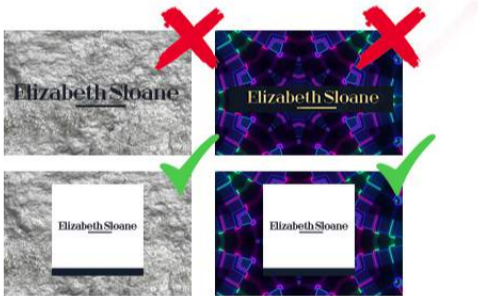
BRAND GUIDE

LOGO Elizabeth Sloane is represented by the following images:



USAGE

Avoid placing the rectangular-layout logo on heavily patterned, multi-colored, neon or textured backgrounds. Use the square layout under these circumstances



The rectangular logo-form sits best on smooth, clear or mildly textured background, as well as on 'smeared' textures.



BRAND FONTS

In written correspondences, Elizabeth Sloane is best represented by a combination of two classic fonts: a Serif (Abril Fatface), and a San Serif (Lato Regular). Both are Google Web Fonts.

TITLE | **Abril Fatface**
BODY | Lato Regular

BRAND COLORS

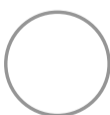
Elizabeth Sloane's brand colors consist of a strong solid navy blue, this is the base font and is consistent across all representational art forms. The supporting colors are a soft gold, and plain white; these can each stand alone with the blue, or be used together.

PRIMARY/BASE COLOUR



NAVY BLUE
Hex#: 141E2E
CMYK: 89 78 53 65
RGB: 20 30 40

SUPPORTING COLOURS



WHITE
Hex#: FFFFFFFF
CMYK: 0 0 0 0
RGB: 255 255 255



GOLD
Hex#: D6BA72
CMYK: 17 23 68 0
RGB: 214 186 114

EMBELLISHMENTS

Elizabeth Sloane's brand image can be enhanced (for creative purposes), by any pale gold texture. However, these gold textures can only be used as accents, and must never dominate the blue or the white. These textures can also be overlaid on the .PNG versions of the logo.

