

BRAND STYLE GUIDE

- .02 LOGO GUIDELINES
- .03 COLOR PALETTE
- .04 TYPOGRAPHY
- .05 APPLICATION EXAMPLES

Novellum
MAGAZINE

.02 LOGO GUIDELINES

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LOGO VERSIONS



LOCKUP



ICONIC MARK



WORDMARK

LOGO USAGE



FULL COLOR ON LIGHT



FULL COLOR ON DARK



FULL COLOR ON MID-TONES



MONOTONE ON LIGHT



MONOTONE ON DARK

.03 COLOR PALETTE

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COLORS



HEX: #002059

RGB: 0, 32, 89

CMYK: 100, 94, 34, 33

HEX: #95EABA

RGB: 149, 234, 186

CMYK: 38, 0, 38, 0

.04 TYPOGRAPHY

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TYPOGRAPHY

Novellum

"SISTERON REGULAR"

MAGAZINE

"MONTERRAT ULTRA-BOLD"

.05 APPLICATIONS

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