

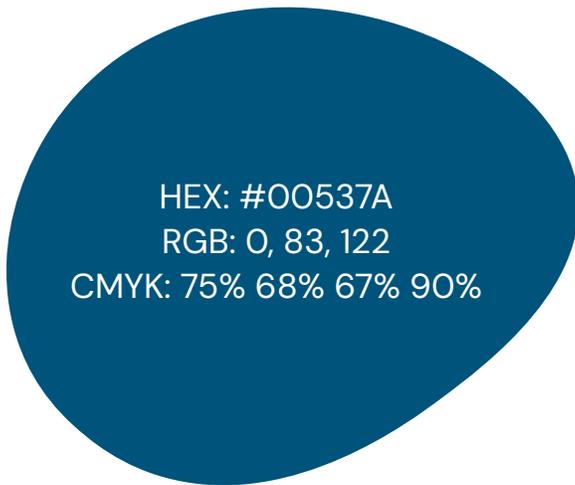


# Pierce Admissions

style guide.

# brand colors.

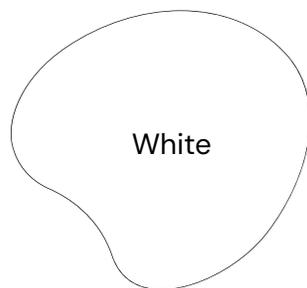
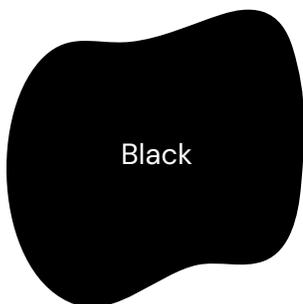
## “Diplomat” (main)



## “Medallion” (accent)



Diplomat is the main color used for backgrounds, and Medallion is used for accents. Only white text should appear on Diplomat. Only white text should appear on Medallion.



## Red Hat Display/Text (main)

**Quick foxes jump nightly above wizards.**  
**Two driven jocks help fax my big quiz.**  
 Pack my box with five dozen liquor jugs.  
*A quivering Texas zombie fought republic linked jewelry.*  
 Back in June we delivered oxygen equipment of the same size.  
*We promptly judged antique ivory buckles for the next prize.*

Red Hat Display SemiBold is typically used in conjunction with Red Hat Text Regular for all communications. Note that the Display font is low-contrast and intended for large headings. The Text style has narrower width for better legibility and is spaced more generously for better performance at small sizes.

# Red Hat Display SemiBold

## *Red Hat Text SemiBold Italic*

Red Hat Text Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc mattis laoreet nibh elementum tempor. Donec bibendum odio vitae feugiat pellentesque. Nulla nisi elit, maximus non aliquam sed, molestie vitae lectus. Nunc congue augue sem, et dignissim orci pellentesque sed. In ac varius felis. Sed est nulla, suscipit eget orci at, eleifend euismod diam. Aenean et ultrices purus. Orci varius natoque penatibus et magnis dis parturient montes.

## RED HAT TEXT SEMIBOLD

Red Hat Text Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc mattis laoreet nibh elementum tempor. Donec bibendum odio vitae feugiat pellentesque. Nulla nisi elit, maximus non aliquam sed, molestie vitae lectus. Nunc congue augue sem, et dignissim orci pellentesque sed. In ac varius felis. Sed est nulla, suscipit eget orci at, eleifend euismod diam. Aenean et ultrices purus. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Sed vulputate turpis quis augue congue.

## Main Logo



The lockup should be the primary logo used. The wordmark is not to be used independently of the icon.

## Spacing



To achieve optical harmony, the logo should always be placed slightly off-center (up and to the left) within a bounding box.

## Alternate Versions



Inverted, one-color black, and one-color white versions of the logo may be used in certain situations.

# considerations.



Avoid removing any elements of the lockup.



Avoid distorting the logo.



Avoid using the full-color logo on a non-white background.



Avoid rendering the logo in greyscale.



DO use the inverted logo **ONLY** on a Diplomat Blue background.

# Icon



The standalone bow-and-arrow icon should be used in profile pictures and secondary advertising.

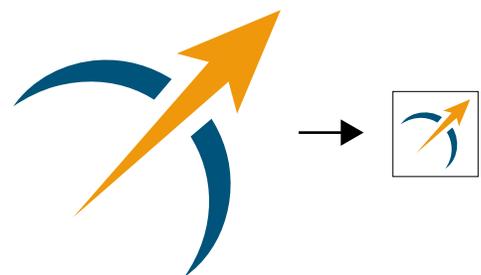
## Alternate Versions



This version should be used when profile pictures are cropped to circles.

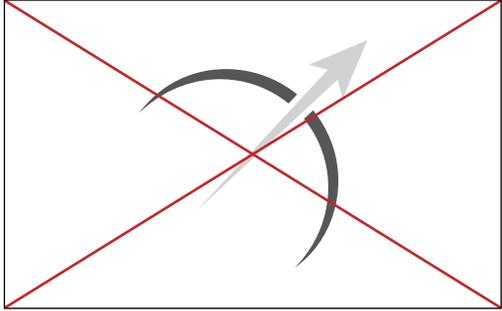


This version should be used when profile pictures are cropped to squares.

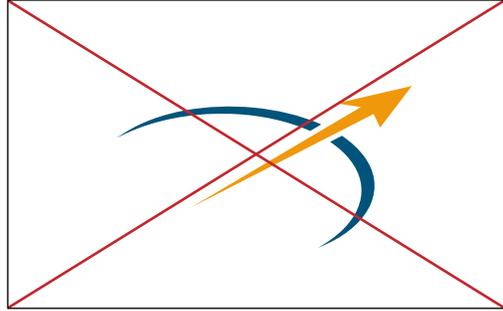


The thickened version should be used **ONLY** in very small instances.

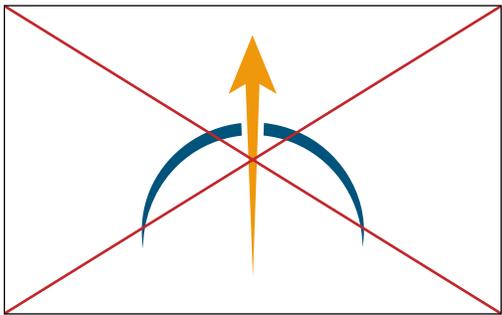
# considerations.



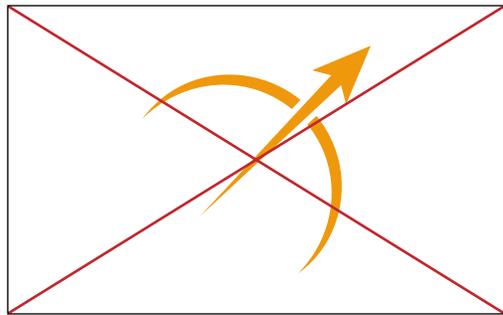
Avoid rendering the icon in greyscale.



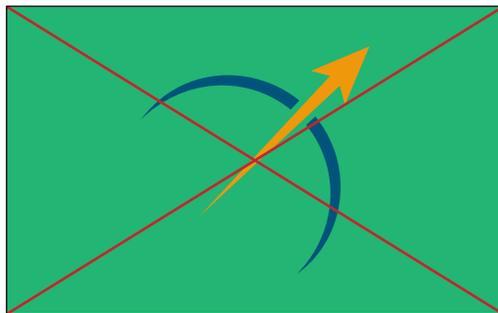
Avoid distorting the icon.



Avoid rotating the icon.



Avoid rendering the icon in one color.



Avoid using the icon on a nonwhite background.

The logo for kesem DESIGN. The word 'kesem' is written in a lowercase, rounded, sans-serif font with each letter in a different color: 'k' is blue, 'e' is green, 's' is light blue, 'e' is yellow, and 'm' is orange. Below 'kesem', the word 'DESIGN' is written in a black, uppercase, sans-serif font with wide letter spacing.

kesem  
DESIGN

*Style guidelines by  
Aaron Simons*

*Intended for use by  
Todd Pierce  
Pierce Admissions  
2023*