



Suzanne Ross Consulting

style guide.

brand colors.

“Narrative”

HEX: #004062
RGB: 0, 64, 98
CMYK: 100% 75% 38% 26%

“Legend”

HEX: #3A6789
RGB: 58, 103, 137
CMYK: 83% 56% 29% 8%

“Foundation”

HEX: #6690B3
RGB: 102, 144, 179
CMYK: 63% 36% 17% 0%

“Blueprint”

HEX: #92BBE0
RGB: 146 187 224
CMYK: 41% 16% 2% 0%

Raleway (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.

Raleway Regular is the primary font used on all communications. Raleway Light is used for headings. Bold may be used on occasion to show emphasis.

This is a heading

Caption or subheader text

Lorem ipsum is a placeholder text commonly used to demonstrate the visual form of a document or a typeface without relying on meaningful content. Lorem ipsum may be used as a placeholder before final copy is available. It is also used to temporarily replace text in a process called greeking, which allows designers to consider the form of a webpage or publication, without the meaning of the text influencing the design.

SECTION TITLE

Lorem ipsum is typically a corrupted version of De finibus bonorum et malorum, a 1st-century BC text by the Roman statesman and philosopher Cicero, with words altered, added, and removed to make it nonsensical and improper Latin. The first two words themselves are a truncation of 'dolorem ipsum' which means "pain itself" in Latin. Versions of the Lorem ipsum text have been used in typesetting at least since the 1960s, when it was popularized by advertisements for Letraset transfer sheets.

Main Logo



The SRC vertical lockup should be the primary logo used. The full-color icon and wordmark are not to be used separately.

Spacing



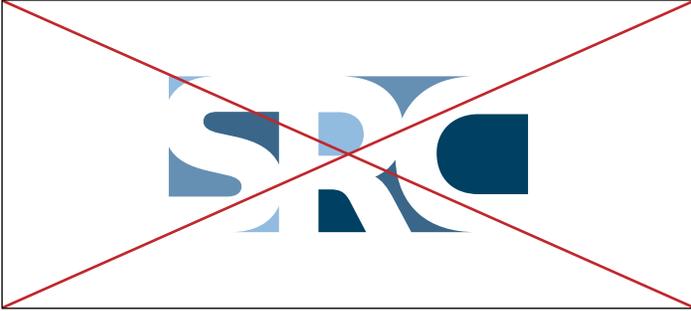
When using the logo, keep at least one x-width (1/4 logo height) of padding on all four sides.

Horizontal Lockup



The horizontal lockup may be used in certain secondary situations.

considerations.



Avoid removing any elements of the lockup.



Avoid distorting the logo.



Avoid using the logo on a non-white background.

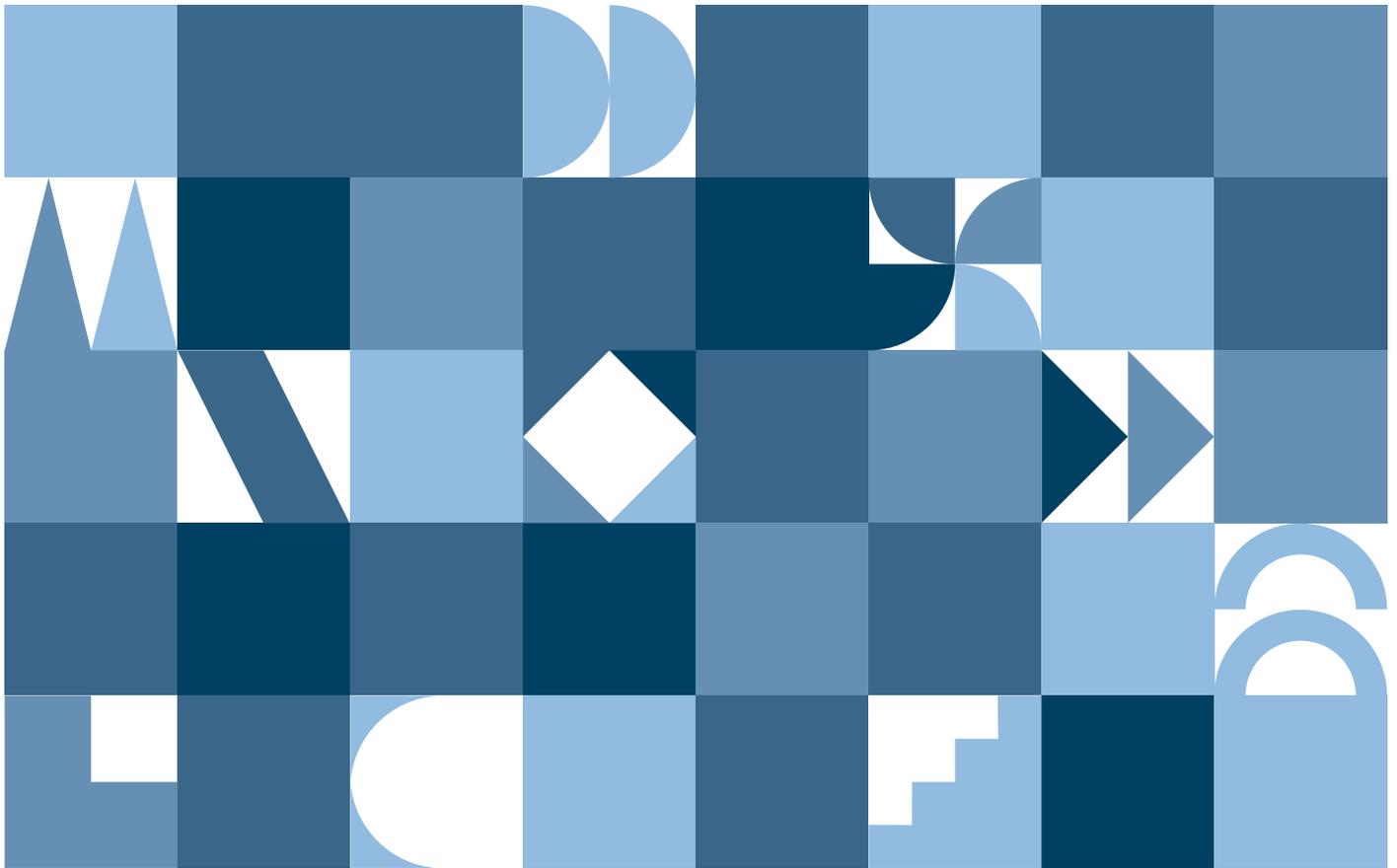


Avoid rendering the logo in white.



DO use the lockup in one-color blue when multi-color printing is unavailable.

The Bookshelf



The Bookshelf (and elements of it) should be used in graphical backgrounds and accents.

The logo for kesem DESIGN. The word 'kesem' is written in a lowercase, rounded, sans-serif font. Each letter is 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 each letter spaced out.

kesem
DESIGN

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*Intended for use by
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Suzanne Ross Consulting
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