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D E S I G N

Orbit College Counseling

style guide.

brand colors.

"Cosmos" (main)

HEX: #2D3585
RGB: 45, 53, 133
CMYK: 100% 95% 13% 3%

#A9AEE2

#1A1E4C
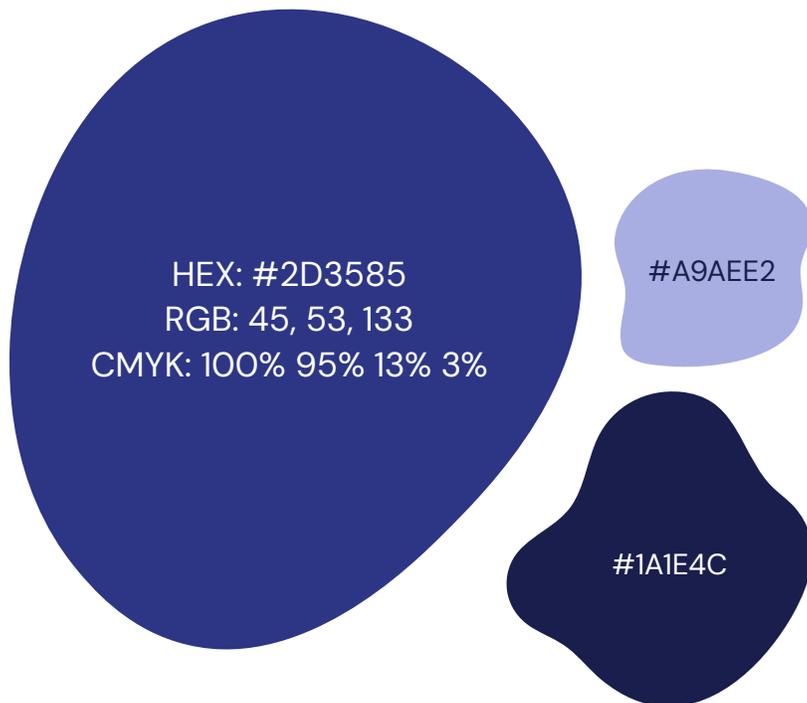
Cosmos (#2D3585) is the main color used for backgrounds, text, and illustrations.
Only white text should appear on Cosmos.
Light and Dark variants may occasionally be used for emphasis.
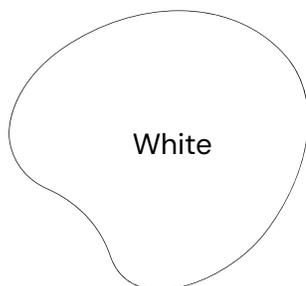
White

White can be used. Black should not be used.

Metropolis (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.

Metropolis Regular is the primary font used on all communications.

Solitreo (accent)

Quick foxes jump nightly above *wizards*.

Solitreo Regular can be paired with Metropolis Bold or Semi-Bold to emphasize action words. The x-height of each font should match (this means Solitreo text should typically be a few pts larger than Metropolis text).

Main Logo

The single-color Orbit College Counseling wordmark should be the primary logo used. No elements of the wordmark are to be used independently of one another.

Spacing

When using the logo, keep at least one planet-width of padding on the top and bottom and at least two planet-widths of padding on the right and left.

Single-Color Versions

The white wordmark should be used as a corner watermark on photos and videos.

The black wordmark should be used on print materials only when multi-color printing is unavailable.

considerations.

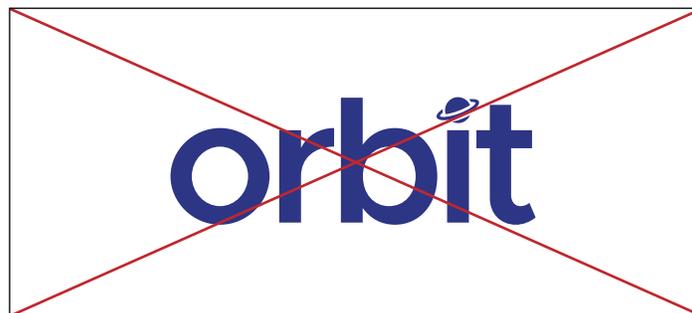Avoid replacing any elements of the logo with text in other fonts.

Avoid distorting the logo.

Avoid using the logo in gray.

Avoid using off-brand colors.

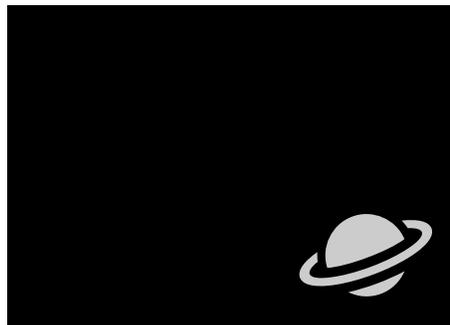Avoid removing any elements of the logo.

Planet Icon

The encircled planet icon should be used in profile pictures and secondary advertising.
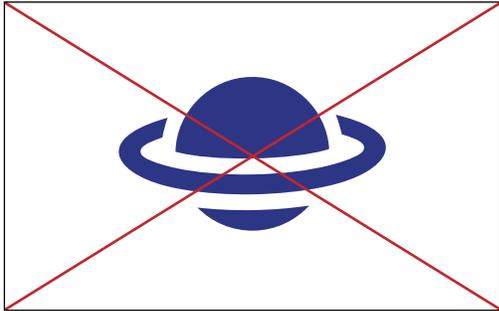
Alternate Versions

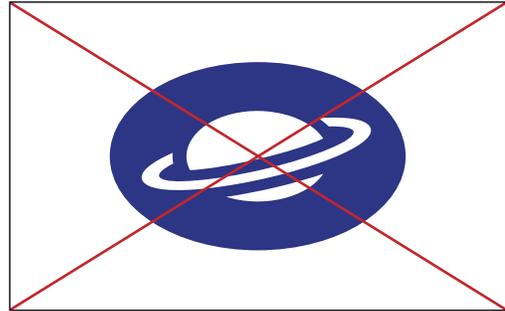The standalone version may occasionally be used.

The one-color white icon should be used as a corner watermark on photo and video advertisements.
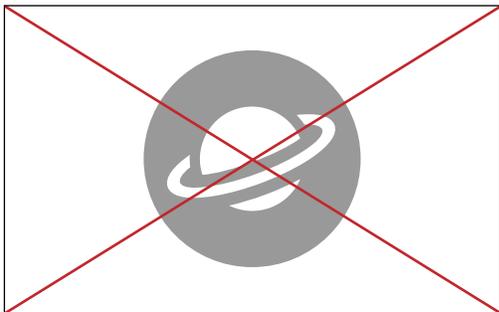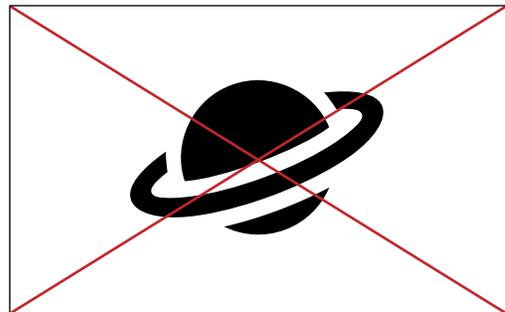
considerations.

Avoid using the icon at any angle other than exactly +20.5° rotation.
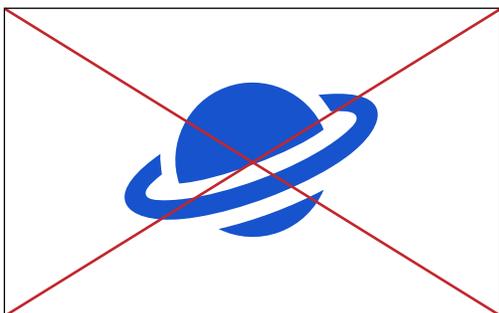

Avoid distorting the icon.

Avoid using the icon in gray.

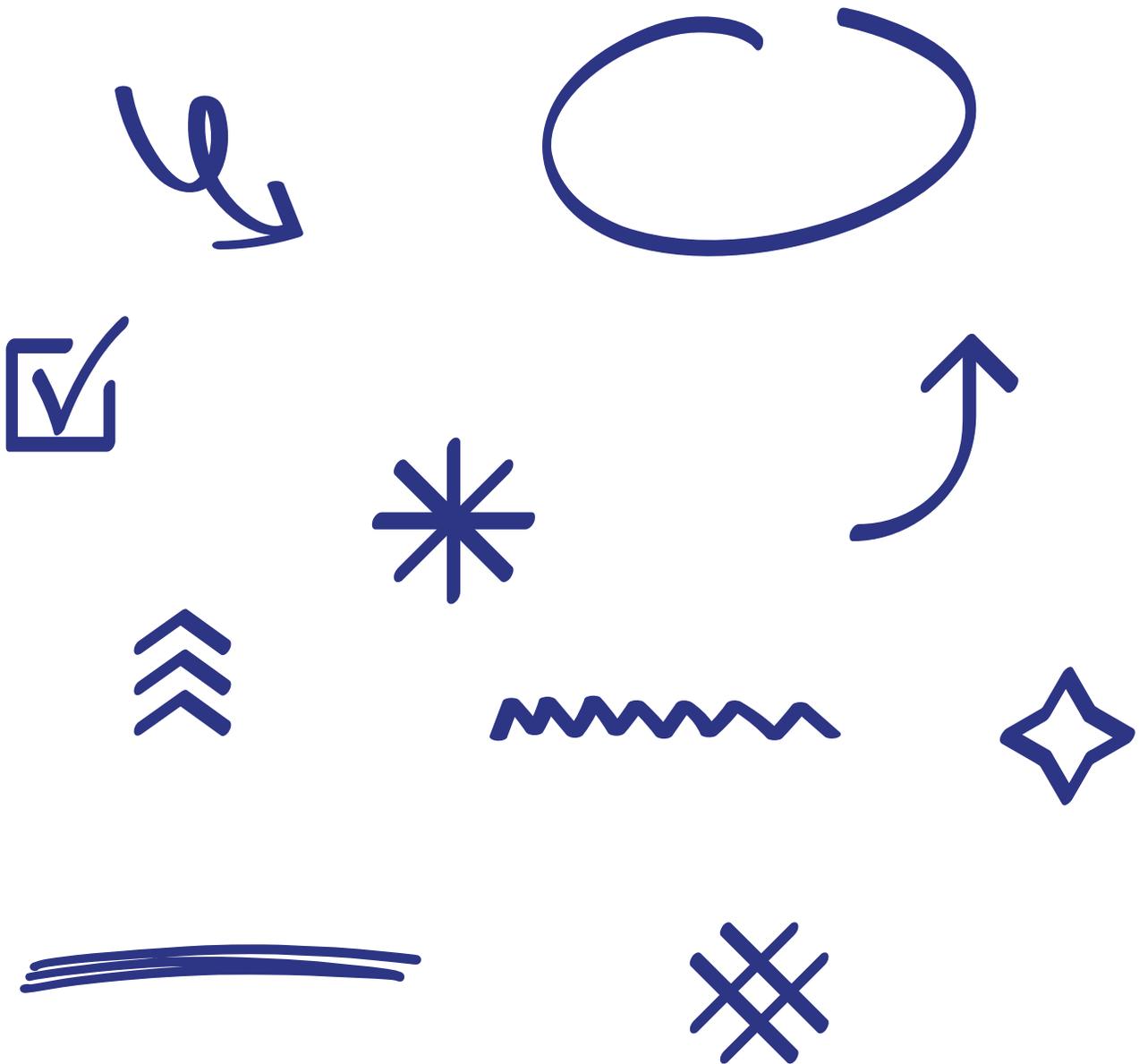Avoid using the standalone icon in one–color black.

Avoid using off–brand colors.

Avoid pairing the icon with any additional text.

graphics.

Hand–drawn "marker" illustrations may be used for bullet points, arrows, emphasis, and decoration.

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Style guidelines by

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Intended for use by

Shelby Stewart

Orbit College Counseling

2026