

Orbit College Counseling

Style Guide

Brand Colors

“Cosmos”



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

“Milky Way”



HEX: #784284
RGB: 120, 66, 132
CMYK: 62% 87% 17% 3%

“Nebula”



HEX: #4D3A81
RGB: 77, 58, 129
CMYK: 85% 91% 16% 4%

“Deep Space”



HEX: #1A2653
RGB: 26, 38, 83
CMYK: 100% 93% 38% 34%

Fonts

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 Medium is the primary font used on all communications. Different weights may be used to show emphasis.

Logo

Main Logo



The 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 the planet icon with an “i” dot.



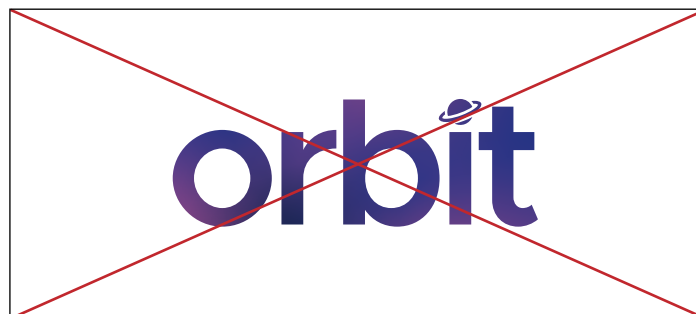
Avoid distorting the logo.



Avoid using the logo in greyscale.



Avoid changing the colors of the logo.



Avoid removing any elements of the logo.

Planet Icon



The standalone planet icon should be used in profile pictures and secondary advertising.

Alternate Versions



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

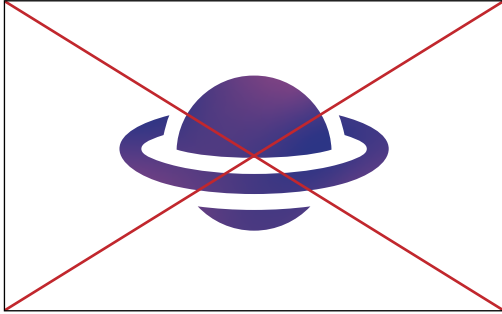


This version should be used when profile pictures are cropped to squares.

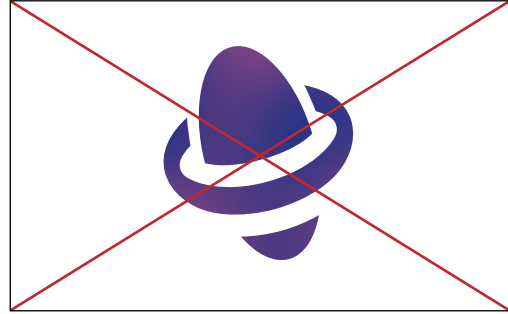


The one-color white icon should be used as a corner watermark on photo and video advertisements.

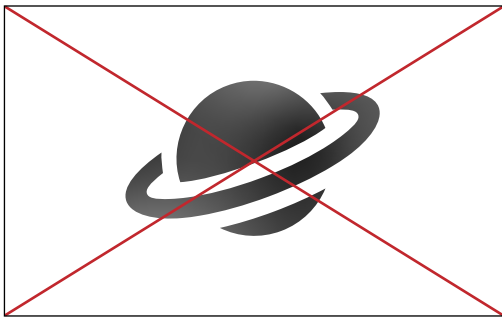
Considerations



Avoid using the icon at any angle other than exactly $+20.5^\circ$ rotation.



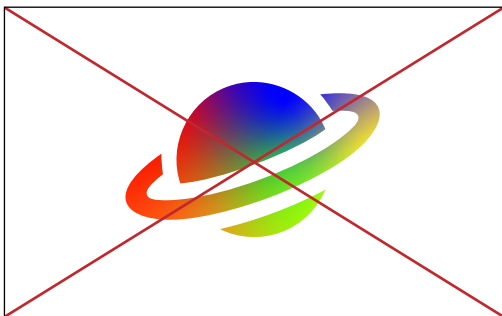
Avoid distorting the icon.



Avoid using the icon in greyscale.



Avoid using the icon in one-color black.



Avoid changing the colors of the icon.



Avoid using the icon with any additional text.



*Style guidelines by
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*Intended for use by
Shelby Stewart
Orbit College Counseling
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