

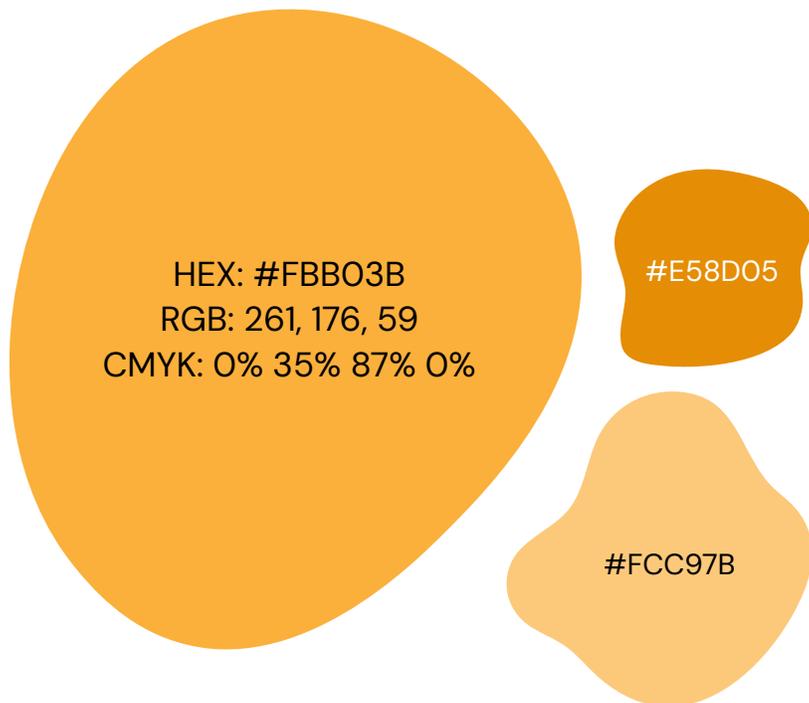


Helios College Counseling

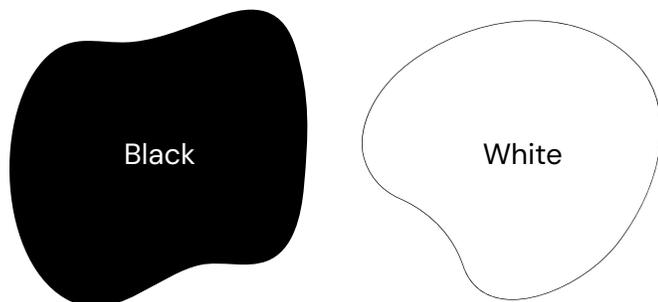
style guide.

brand colors.

“Sol” (main)



Sol (#FBB03B) is the main color used for backgrounds and accents.
Only black text should appear on Sol.
Light and Dark variants may occasionally be used for emphasis.



Black and White may also be used.

Brandon Grotesque (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.

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

Avenir (alternate)

Quick foxes jump nightly above wizards.

Two driven jocks help fax my big quiz.

Avenir Medium and Book may be used in conjunction with Brandon Grotesque.

logo.

Main Logo (lockup)



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

Spacing



When using the logo, keep at least one "sun-circle"-width of padding on each side. Ensure that the full-color logo is only ever placed on a white background.

Single-Color Version



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

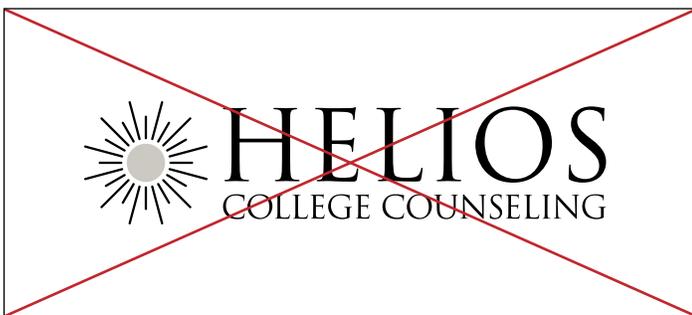
considerations.



Avoid removing any elements of the logo.



Avoid distorting the logo.



Avoid using the logo in greyscale.

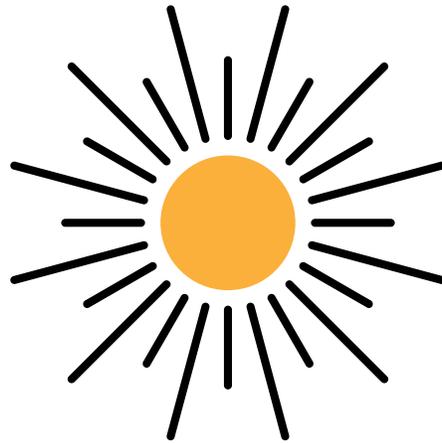


Avoid changing the colors of the logo.



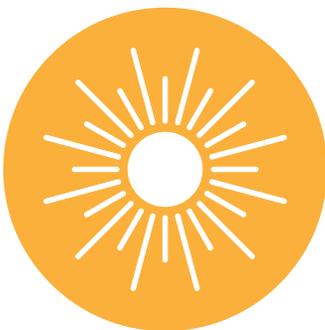
Avoid using the logo in one-color black.

Sun Icon

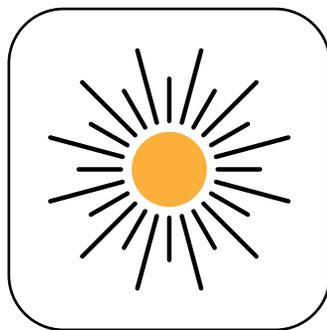


The standalone sun icon should be used in profile pictures and secondary advertising.

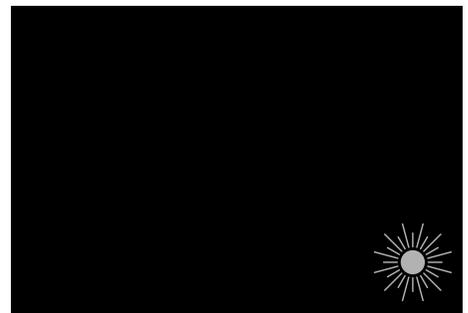
Alternate Versions



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

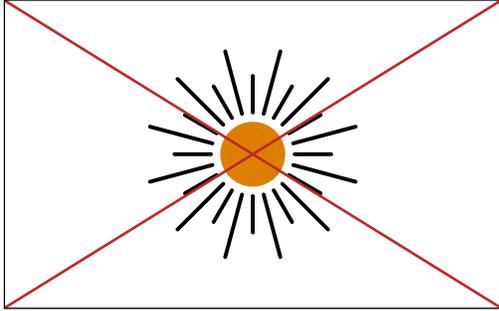


This version may be used when profile pictures are cropped to squares.

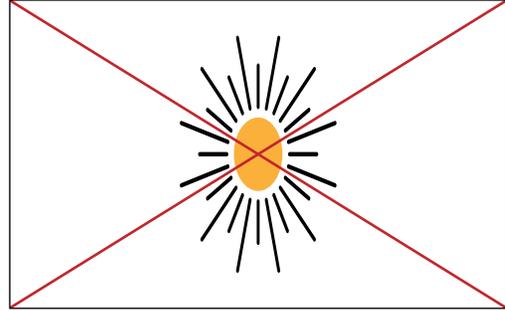


The one-color white icon should be used as a corner watermark on photo and video advertisements.

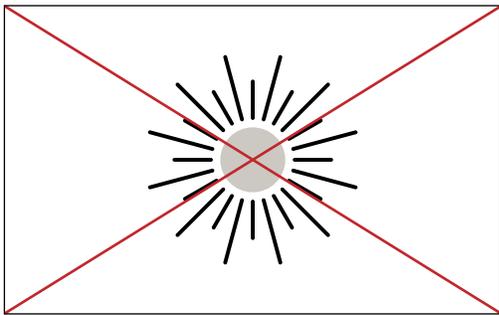
considerations.



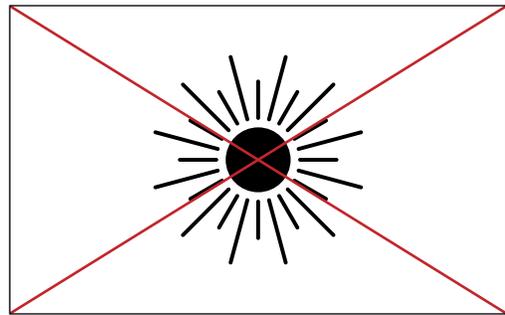
Avoid changing the colors of the icon.



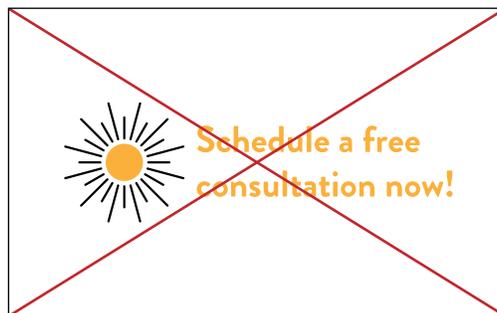
Avoid distorting the icon.



Avoid using the icon in greyscale.



Avoid using the icon in one-color black.



Avoid pairing the icon with additional text.



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DESIGN

*Style guidelines by
Aaron Simons*

*Intended for use by
Julie Simons
Helios College Counseling
2018*