kaley erin

BRAND GUIDELINES

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BACKGROUND INFORMATION

KALEY ERIN is a new home decor line designed for teenage girls.

KALEY ERIN is a bold new line dedicated to portraying a strong independent girl who has respect for herself, for her family and friends, her community, and the world.

KALEY ERIN strives to design high quality products using recycled and non traditional materials.

The brand design consists of the logotype. The primary logo includes nine colors (one for each letter) to show the diversity of the girls that the brand will attract.

PRIMARY LOGOTYPE

This is the completed logo preview.

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SECONDARY LOGOTYPE

These are additional acceptable logotypes.

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Example usage: when color letters reduce readability

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Example usage: when color printing is unavailable; may also be used in black

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Example usage: when horizontal space is limited

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Example usage: when color printing is unavailable; may also be used in black
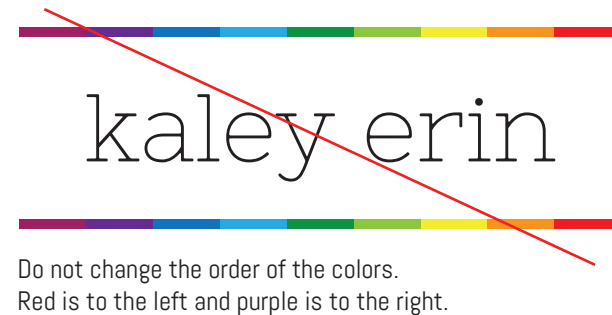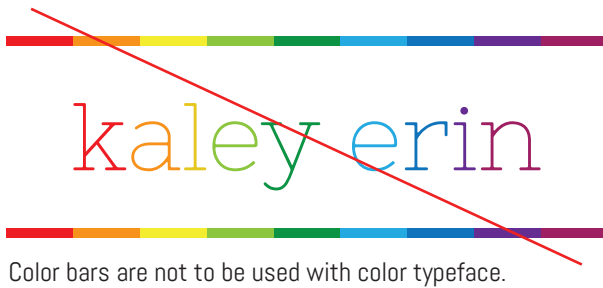
INCORRECT LOGO USAGE

Unacceptable alterrations are included, but not limited to, the examples below.

Color bars are not to be used with color typeface.

Do not change the angle of the text.

Black bars are not to be used.
Please use the solid background color.

Do not change the order of the colors.
Red is to the left and purple is to the right.

PRIMARY LOGOTYPE COLORS

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k #ED1C24
R237 G28 B36
C0 M100 Y100 K0

a #F7941D
R247 G148 B29
C0 M50 Y100 K0

l #E3C720
R227 G199 B32
C13 M17 Y100 K0

e #8DC63F
R141 G198 B63
C50 M0 Y100 K0

y #009444
R0 G148 B68
C85 M10 Y100 K10

e #27AAE1
R39 G170 B225
C70 M15 Y0 K0

r #1B75BC
R27 G117 B188
C85 M50 Y0 K0

i #662D91
R102 G45 B145
C75 M100 Y0 K0

n #9E1F63
R158 G31 B99
C35 M100 Y35 K10

SECONDARY LOGOTYPE COLORS

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Text
#000000
R0 G0 B0
C0 M0 Y0 K100

Bar colors are same as primary
logotype colors except yellow.
#F9ED32
R249 G237 B50
C5 M0 Y90 K0

#808285
R128 G130 B133
C0 M0 Y0 K60

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

LOGOTYPE TYPEFACE

ONLY TO BE USED FOR LOGOTYPE

Nixie One

candy cane lemon drops lollipop gummi bears jelly beans
macaroon sugar plum chocolate cake

PRIMARY TYPEFACE

TO BE USED ON WEBSITE AND STATIONERY

Helvetica Neue

Candy cane lemon drops lollipop gummi bears jelly beans
macaroon sugar plum chocolate cake.

THIS TYPEFACE ALLOWS FOR A MULTIPLE VARIATIONS IN WEIGHTS

ALTERNATIVE TYPEFACE

TO BE USED IF PRIMARY TYPEFACE IS UNAVAILABLE

Helvetica

Candy cane lemon drops lollipop gummi bears jelly beans macaroon sugar plum chocolate cake.