

Style Sheet

Fonts

Alfie Casual

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GeoSans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

This is a header

This is body copy. The fonts look good and compliment each other well.

Colors



R: 246 G: 160 B: 248
C: 11 M: 41 Y: 0 K: 0
HEX: F6A0F8



R: 226 G: 237 B: 114
C: 15 M: 0 Y: 68 K: 0
HEX: E2ED72



R: 81 G: 214 B: 179
C: 58 M: 0 Y: 41 K: 0
HEX: 51D6B3



R: 39 G: 187 B: 217
C: 68 M: 2 Y: 12 K: 0
HEX: 27BBD9

Logos



Full color logo

Should be first choice for use when possible. Do not layer over other colors - should ONLY be placed on a white background.



Single color logo

Available in all brand colors. Should be second choice if full color logo is not an option. Do not place over other brand colors; should only be used on dark/light backgrounds.



Light logo

Great for use over brand colors, gradient, as well as on polish bottles where the single color logo would clash.



Dark logo

Should be the last choice whenever possible.