



TEAL ROSE

DIGITAL

BRAND & STYLE GUIDE | 2022

BRAND INSPIRATION & MOOD



CONFIDENT

COMFORTABLE



nf

BRAND DESCRIPTIVE WORDS
confident | secure | comfortable | feminine

MISSION

To serve as a digital partner to local businesses.

VISION

Teal Rose Digital was created to serve as a subject matter expert in information technology, successfully and affordably assisting local businesses with their digital footprint.

CORE VALUES

Honesty | Integrity | Commitment to Customers | Innovation

CONCEPTS & INTERPRETATIONS

THE NAME

The word "teal" conveys a sense of creativity.

The word "rose" conveys a sense of comfortability.

THE DESIGN ELEMENTS

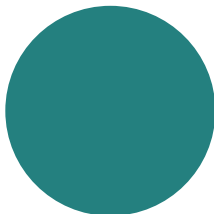


The Playfair Display font conveys a classic impression with a playful spirit.

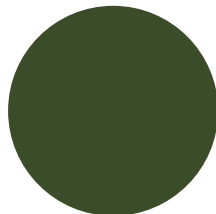


A rose conveys a sense of timelessness with a familiar and comforting nature.

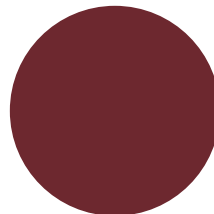
THE COLORS



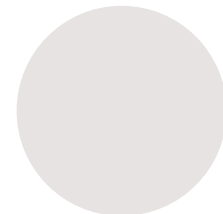
Teal suggests individuality & renewal



Evergreen suggests professional & respectable



Maroon suggests creativity & strength



Light grey suggests calm & refined

PRIMARY LOGO DESIGN
Aim to use this version when ever possible.



SECONDARY LOGO DESIGN
This version is more suitable
for a square or circle image.



LOGO COLOR VARIATIONS
These versions are most suitable
when less color is required.



COLOR VALUES
listed in priority order
(HEX #, CMYK & RGB)

- TEAL: #2E807F
81/33/48/9 - 46/128/127
- EVERGREEN: #425430
70/45/88/40 - 66/84/48
- MAROON: #6D2930
36/87/69/43 - 109/41/48
- LIGHT GREY: #E6E1DF
0/2/2/10 - 230/225/223
- WHITE: #FFFFFF
- BLACK: #000000



DESIGN MARK VARIATIONS

These variations are most suitable as primary marks and secondary marks when less color is required.



TYPOGRAPHY

Sticking to these 2 font options will ensure a clean and cohesive look.

PLAYFAIR DISPLAY ALL CAPS - TRACKING: 75

Best suited for headlines and important text.

RALEWAY LIGHT ALL CAPS - TRACKING: 100

Best suited for subheadlines and important text.

Raleway Light - Tracking: 0

Best suited for paragraphs and smaller text.

BUSINESS CARD DESIGN

2" x 3.5" double sided



SOCIAL MEDIA GRAPHIC

1080 x 1080 pixels

