

2020
STYLE GUIDELINE

BEN'S

ORIGINAL

BEGIN WITH BEN

AUTUMN QUICKLY

2020
STYLE GUIDELINE

BEN'S

ORIGINAL
BEGIN WITH BEN

MAIN LOGO



MONO DARK LOGO



MONO LIGHT LOGO



SECONDARY DARK LOGO



SECONDARY LIGHT LOGO

LOGO VARIATIONS

2020
STYLE GUIDELINE



EXCLUSION ZONE



DO NOT CHANGE COLOR



DO NOT CROP



DO NOT ADD EFFECTS



DO NOT ROTATE

LOGO REMINDERS

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HEX:263C78

RGB:38, 60, 120

CMYK: 99, 89, 23, 9

HEX:E95224

RGB:233, 85, 36

CMYK: 3, 82, 100, 0

HEX:F9F9F9

RGB:249, 249, 249

CMYK:2, 0, 1, 0

HEX:121114

RGB:18, 17, 20

CMYK: 75, 69, 63, 81

COLOR SCHEME

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Aa

Primary Font: Korolev

Header

KOROLEV | BOLD | TITLE CASE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Subheader

KOROLEV CONDENSED | MEDIUM | CAPS

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUM-
MY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT.

Body

KOROLEV | LIGHT | SENTENCE CASE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Secondary Body

Barlow | Regular | Sentence Case

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

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STYLIZED IMAGERY

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TO NE

To keep the tone of the photos consistent, they must have a cooler tone with bright and airy look.



COMPOSITION

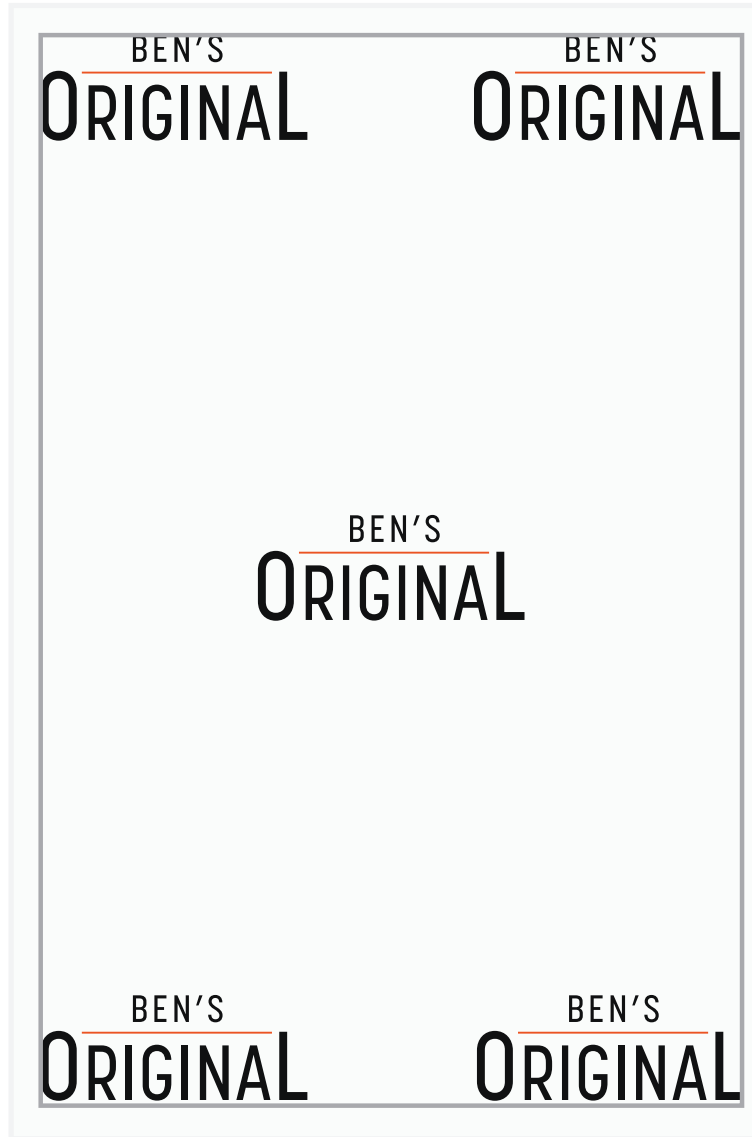
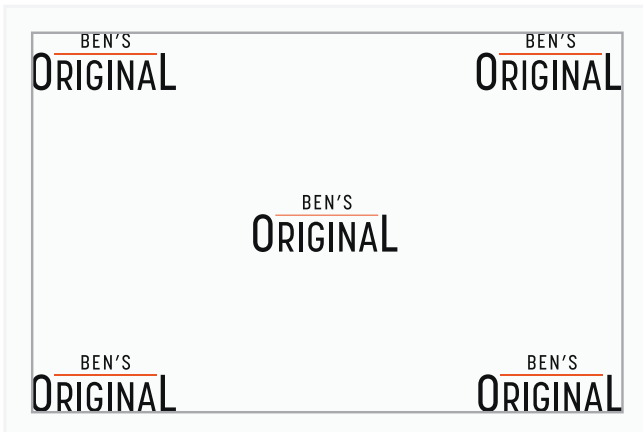
The composition of the photos must have a shallow depth of field with the subject in focus.



SUBJECT

When choosing the subject, keep in mind we are a family company that welcomes everyone to our table.

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LOGO POSITIONING

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PRODUCT MOCK-UP