



ONIONS 52

STYLE GUIDE

MAIN LOGO – VERTICAL

The main logo is to be used on all marketing materials where it is deemed visible and usable.



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MAIN LOGO – HORIZONTAL

The main logo is to be used on all marketing materials where it is deemed visible and usable.



GRAYSCALE LOGO



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BLACK & WHITE LOGO



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SECONDARY LOGOS

Secondary logos should be used on backgrounds where the primary logo is unusable.



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SAFETY AREAS

Do not place any visual elements
(e.g., graphics, typography, etc.)
within the safe area defined here.



IMPROPER USAGE

- Avoid changing the scale, proportions, colors or angles of the logo.
- Don't add effects, shadows, patterns, etc.
- Don't use the logo mark with other text.
- Don't create patterns with the logo mark.
- Don't violate the safe area.
- Never use the word mark as part of a sentence.



THE TYPE

Brandon Grotesque
Tisa Pro

Headlines

Brandon Grotesque - Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Brandon Grotesque - Thin

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Body Copy

Tisa Pro - Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Tisa Pro - Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

THE COLORS



#CDA077
C:5 M:32 Y:46 K:10
R:205 G:160 B:119
pms 728

#E0DBE3
C:10 M:11 Y:5 K:0
R:224 G:219 B:227
pms 663

#72246C
C:53 M:96 Y:10 K:24
R:114 G:36 B:108
pms 255

#48241B
C:45 M:76 Y:77 K:64
R:72 G:36 B:27
pms 4625