STORYTAILOR LOGO GUIDE

LOGO

storytailor

VARIATIONS

storytailor

storytailor
beautifully told

storytailor

CLEAR SPACE

storytailor

☐ = O

Using the "o" as one unit, the logo must appear at least one unit away from all other branding, copy, or graphics in the layout.

COLOURS

C75 M68 Y67 K90

R0 G0 B0

HEX #000000

FONTS

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

FILE TYPES

FILE TYPE	COLOUR	BEST USED FOR
PNG	RGB	website, photo watermark (transparent background)
EPS	RGB	Promotional material (can be enlarged with out losing quality)
EPS	CMYK	Large scale print, embroidery, screen printing, sign writing (can be enlarged with out losing quality)
PDF	CMYK	Large scale print, embroidery, screen printing, sign writing (can be enlarged with out losing quality)