

**MORE
HAPPENS
HERE.**

Stoneham, MA

STYLE GUIDE

TABLE OF CONTENTS

LOGO	3
Primary logo	3
Grayscale logo	4
Secondary logo	5
COLORS	6
TYPOGRAPHY	7
CO-BRANDING	8

LOGO

PRIMARY LOGO
FULL COLOR



FULL COLOR ON WHITE



FULL COLOR ON BLUE

LOGO

PRIMARY LOGO
GRAYSACLE

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GRAYSACLE LOGO

LOGO

Secondary logos



COLOR PALETTE

PRIMARY COLORS

Royal blue and golden yellow are the colors the brand will be identified by. They will be used as the main colors in typography, background elements, and other foundational assets.



#0072BC

C: 100% R: 0
M: 50% G: 114
Y: 0% B: 188
K: 0%



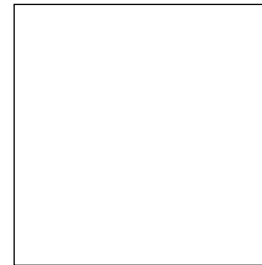
#FFC20E

C: 0% R: 255
M: 25% G: 194
Y: 100% B: 14
K: 0%



#000000

C: 0% R: 0
M: 0% G: 0
Y: 0% B: 0
K: 100%



#FFFFFF

C: 0% R: 255
M: 0% G: 255
Y: 0% B: 255
K: 0%

SECONDARY COLORS

These colors will be used in as accents and to complement the primary colors.



#F15A22

C: 0% R: 241
M: 80% G: 90
Y: 100% B: 34
K: 0%



#005387

C: 100% R: 0
M: 40% G: 83
Y: 0% B: 135
K: 40%



#00A1E4

C: 100% R: 0
M: 10% G: 161
Y: 0% B: 228
K: 0%



#50B848

C: 70% R: 80
M: 0% G: 184
Y: 100% B: 72
K: 0%

Helvetica Neue

Condensed Black
Condensed Bold
Bold
Bold Italic

Regular
Regular Italic

Light
Light Italic

**THIS IS A
HEADLINE**

This is a sub-headline

This is an article or list title.

This is a paragraph. 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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CO-BRANDING

Co-branding provides an opportunity to highlight each of the 5 categories on their own.

MORE
COMMUNITY
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MORE
ADVENTURES
HAPPEN
HERE.

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MORE
OPPORTUNITY
HAPPENS
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Stoneham, MA

MORE
CHANGE
HAPPENS
HERE.

Stoneham, MA

MORE
MEMORIES
HAPPEN
HERE.

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