

**Retrota**

**Brand Style Guide**

# Logo Guide

# Primary Logo

The primary logo is the horizontal configuration and should be used in all horizontal format applications. Do not use any variation of the logos with additional design elements and refer to the logo's clear space page when designing for any applications. While this is the primary logo, it should be used anytime it is possible in any application. Secondary logo variations will be provided on the following pages.



# Primary Color Variations

**Retrota**

Retrota

**Retrota**

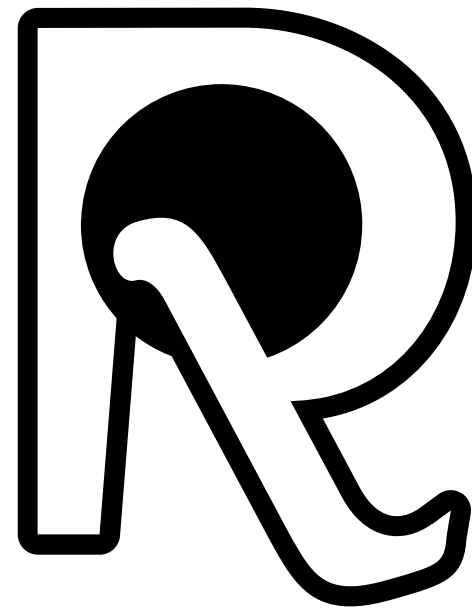
Retrota

# Secondary Logo

The secondary logo is the “R” by itself and should be used for applications where the primary logo does not fit. The main application should be for vertical formats. Do not use any variation of the logos with additional design elements and refer to the logo’s clear space page when designing for any applications.



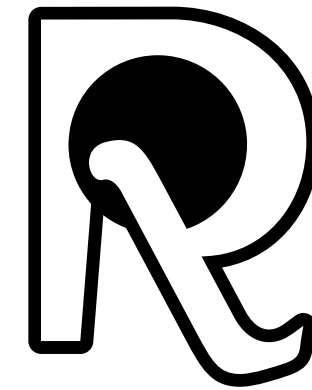
# Icon Color Variations



# One Color

The one color logo options are to be only colored within the dictated main color palette. They should also always be placed on a background that allows for a minimum of at least 50% contrast to keep the logo visible. If using the white on white version, add a black stroke.

*Retrota*

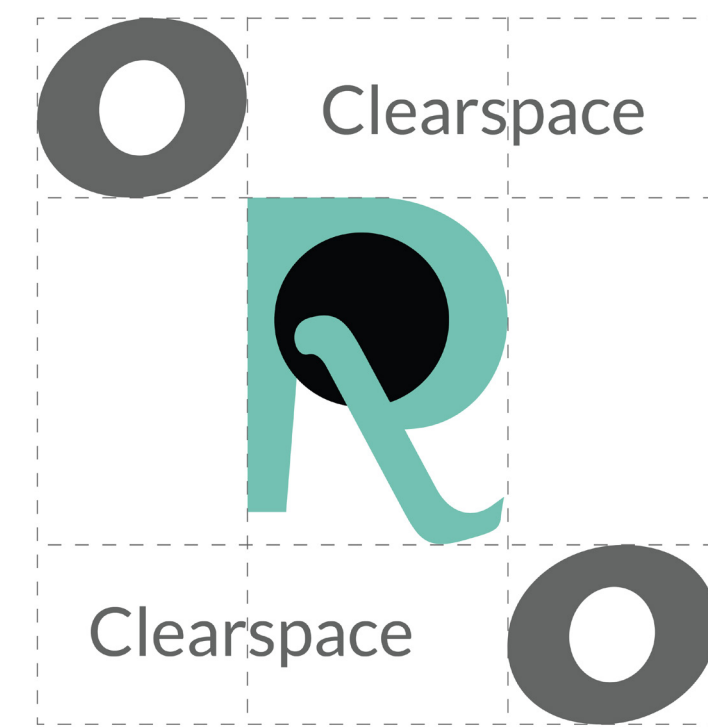


*Retrota*



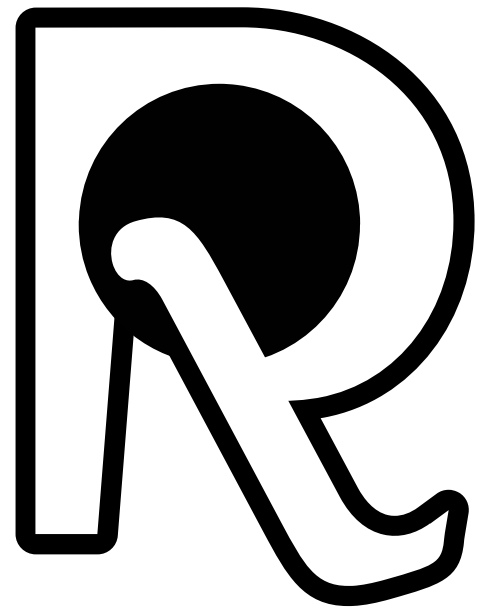
# Logo Clearspace

A minimum area of clear space must always surround the Retrota logo. This area of isolation allows the logo to stand out by ensuring that any other brand elements or visual identities are kept clear of the logo. Refer to the clearspace visuals when designing for any brand application. Use the length and width of one “O” from the wordmark to measure the clearspace.

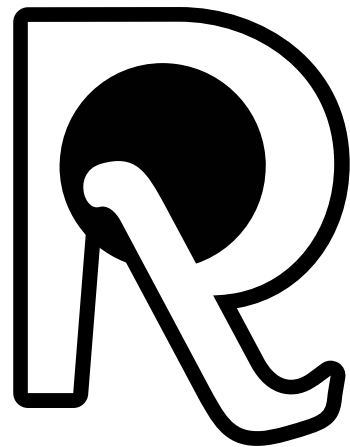




# Scalability



100%



75%

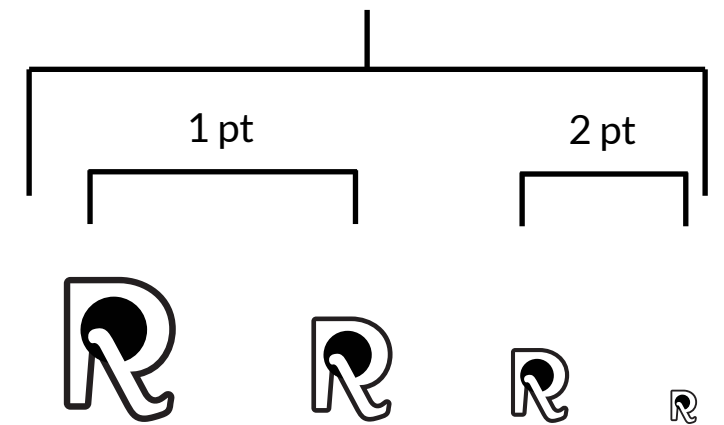


50%



25%

## Stroke Adjustment



15%

10%

5%

16 px

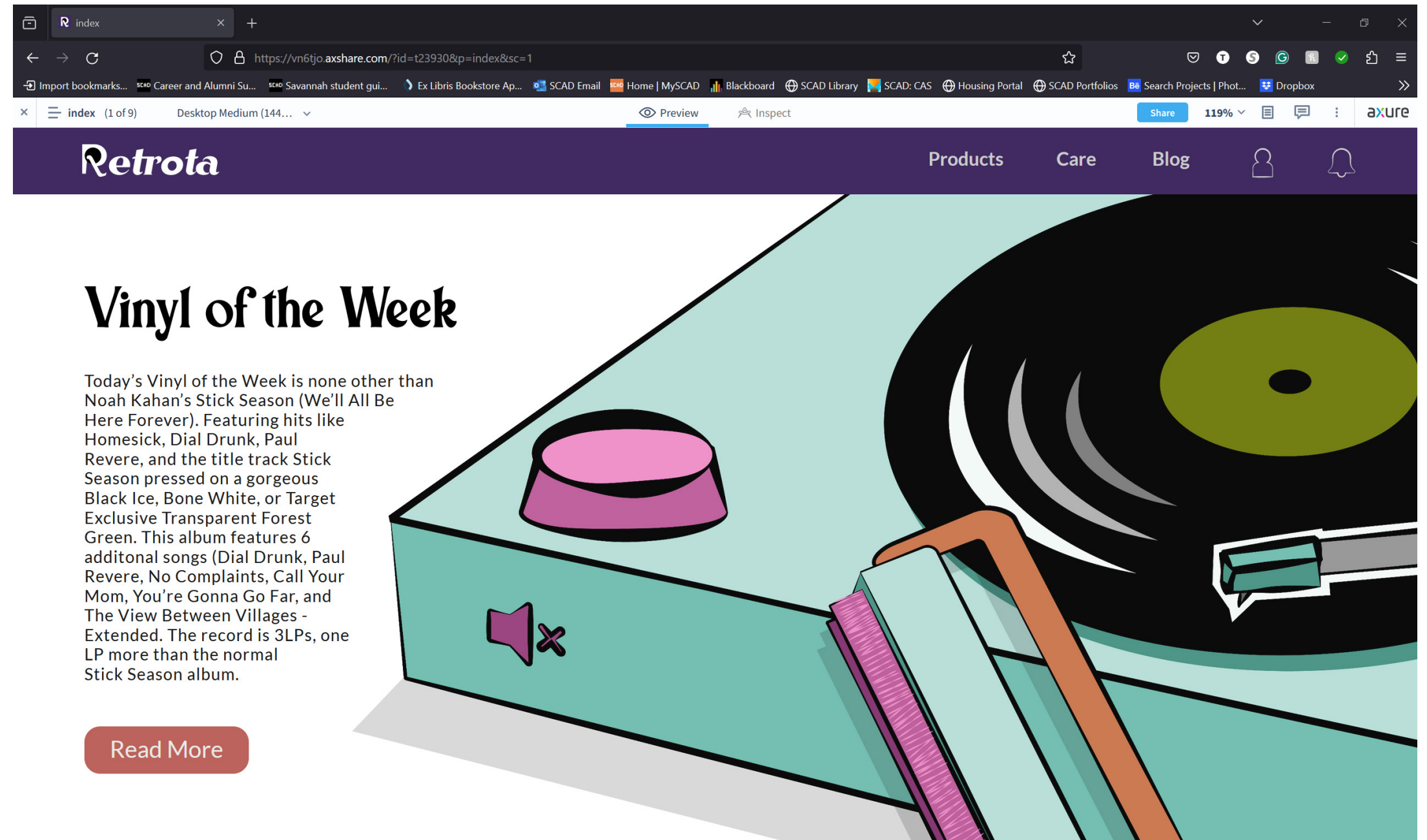
# Favicon Use



100%



16 px



# Logo Violations

In order to maintain consistency of the brand, and legibility in various applications, the following should be avoided.



Do not change the typeface or type size of the logo



Do not recolor the logo outside of the existing palette



Do not place the logo on a color or photo without ample contrast



Do not pinch or stretch the logo



Do not modify the orientation or position of elements in the logo

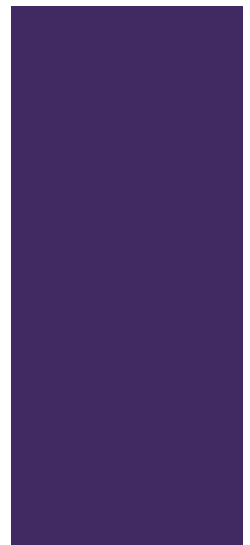


Do not add any elements to the logo

# Color Guide

In order to maintain consistency of the brand, a set color palette is used for any branded content on any application, to reinforce the brand's values.

# Website Color Palette

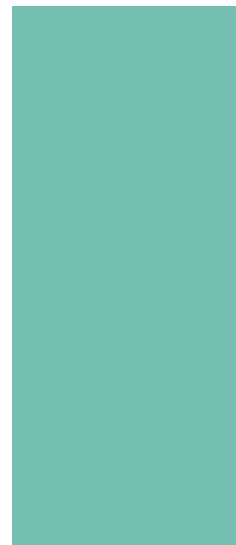


Hex Code: #402A61

R: 64

G: 42

B: 97

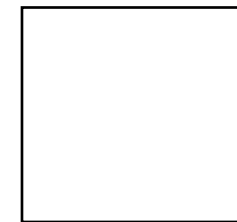


Hex Code: #74BFB1

R: 116

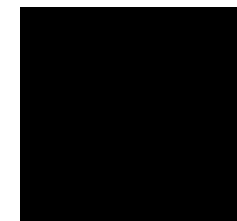
G: 191

B: 177



Hex Code: #FFFFFF

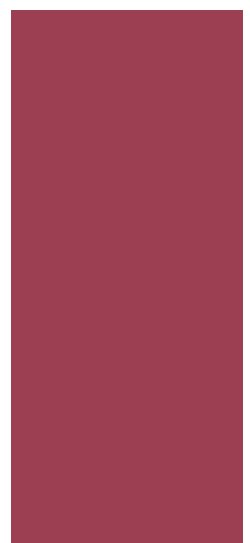
R: 255 G: 255 B: 255



Hex Code: #000000

R: 0 G: 0 B: 0

## Accent Colors (Buttons/Headers)



Hex Code: #9C3F52

R: 156

G: 63

B: 82

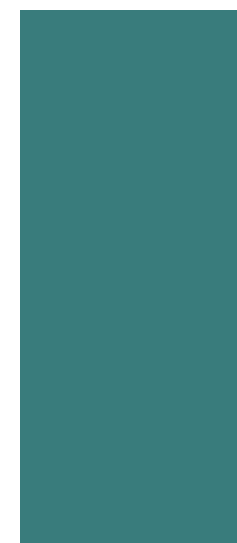


Hex Code: #D37571

R: 211

G: 117

B: 113



Hex Code: #397C7C

R: 57

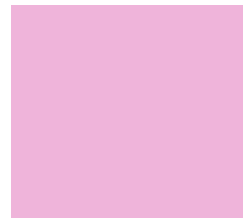
G: 124

B: 124

# Illustration Guide

In order to maintain consistency of the brand, a set color palette is used for any illustrations on any application, to reinforce the brand's values.

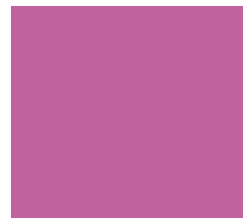
# Illustration Color Palette



Hex Code: #EFB4DA  
R: 239 G: 180 B: 218



Hex Code: #EF92CA  
R: 239 G: 146 B: 202



Hex Code: #BF629E  
R: 191 G: 98 B: 158



Hex Code: #9B4681  
R: 155 G: 70 B: 129



Hex Code: #873973  
R: 135 G: 57 B: 115



Hex Code: #B3B3B3  
R: 179 G: 179 B: 179



Hex Code: #F0CAB3  
R: 240 G: 202 B: 179



Hex Code: #F2A679  
R: 242 G: 166 B: 121



Hex Code: #CC7A52  
R: 204 G: 122 B: 82



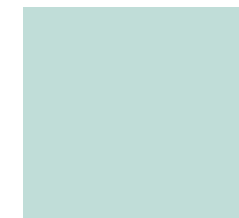
Hex Code: #402A61  
R: 64 G: 42 B: 97



Hex Code: #808080  
R: 128 G: 128 B: 128



Hex Code: #333333  
R: 51 G: 51 B: 51



Hex Code: #C0DDD8  
R: 192 G: 221 B: 216



Hex Code: #74BFB1  
R: 116 G: 191 B: 177



Hex Code: #4D9688  
R: 115 G: 191 B: 177



Hex Code: #2C665B  
R: 44 G: 102 B: 91

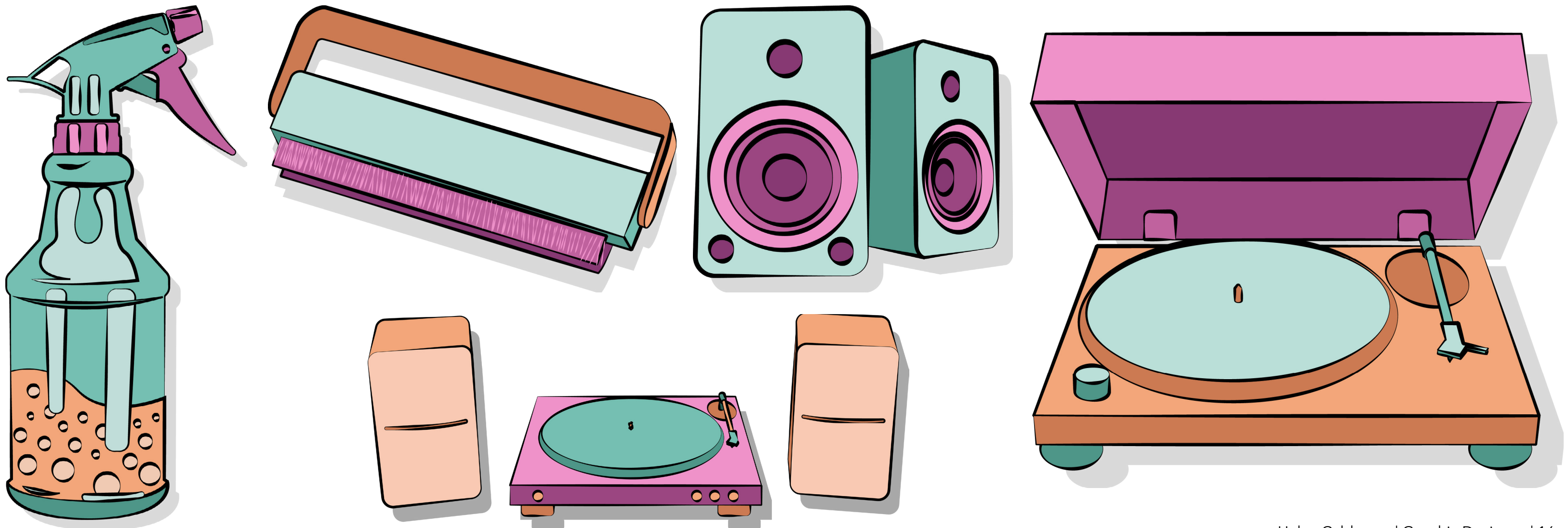


Hex Code: #999999  
R: 153 G: 153 B: 153



# Illustration Style

All illustrations should have a color block style of shading, with no use of gradients or blends. Every aspect of the illustration is outlined in a stroke that tapers at the end to appear calligraphic. See examples below.





# Typography Guide

# Fonts

## Connecticut

Title and Headers

## Lato Bold

Subheaders

## Lato Regular

Body

## Header

### This is a SubHeader

Gulum sti, nestius, dentil horacchui se, unum  
perivir temurorte, se forbi poresil clem te  
aciem vit ventere deessena, Ti. Serfecum. Is  
culocum nos consus sende etemoeres et, unt.  
Tus, consilicamei tam in publin venir istris,  
vignat, tam sceris bonihilin ta dees ficiis seris,  
nitabunum Romnesi llatus An senata, prorbis  
revivata ina, de in Etrissu locutem or lin  
sendamdiem firit.

Ceps, nocumus det L. Catuidi enderis bonum  
res eliuroximus egerum popubli ciores  
optimo vati coenatu ssulicient, C. Habut  
factam interestrum



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