

ARDEA ARTS STYLE GUIDE

CHEATSHEET

TYPOGRAPHY

STANDARD WEB AND PRINT FONT

This font is to be used for standard paragraph text in publications whenever possible.

Avenir

abcdefghijklmnopqrstuvwxyz
1234567890

FORMAL LETTER FONT

This font is to be used for press releases, formal letters, or petitions sent outside of the company.

Adobe Caslon Pro

abcdefghijklmnopqrstuvwxyz
1234567890

COLOR GUIDE

#0588C3 ("Ardea Blue")



RGB: (5, 136, 195)
CMYK: (77, 31, 2, 1)

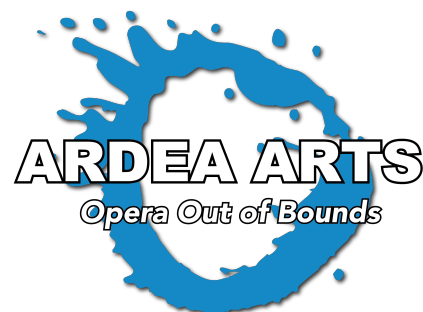
LOGOS

FULL COLOR

Use full color logos whenever possible, as the color is the defining factor of the splash and the company.



Filename: ArdeaArts_Logo_Standard.png



Filename: ArdeaArts_Logo_White.png

ALTERNATE COLORS

Use alternate color logos only when the situation requires it, such as monochrome flyers or screenprinting purposes.



Filename: ArdeaArts_Logo_BW.png

Filename: ArdeaArts_Logo_Mono.png