

LOGOS

Main



Alternative #1



Main | One Color/Knockout



Alternative #1 | One Color



Other Alternatives ~ "Smoothie" area can be one of many colors-see primary color of logos below



COLOR

Primary



Ice Blue
C:45 M:15 Y:0 K:0
R:134 G:185 B:228
#86b9e4

Secondary



Light Gray
C:51 M:42 Y:42 K:6
R:132 G:132 B:132
#848484

Accent



Dark Gray
C:62 M:54 Y:53 K:27
R:91 G:91 B:91
#5b5b5b

Accent



Yellow
C:5 M:0 Y:60 K:0
R:246 G:240 B:133
#f6f085

IDENTIFIERS

Midnight Smoothie is...
fun, friendly, approachable,
conscientious, high quality

midnight
SMOOTHIE

"Late night drinking just got healthy."

STYLE GUIDE

In order to keep a consistent brand image,
these design instructions should be followed
when using the Midnight Smoothie identity.

TYPE STYLES

Pier Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Pier Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPE GUIDELINES

HEADLINES IN ALL CAPS, PIER SANS BOLD

Sub-Headers in Pier Sans Bold Italic

Body text should be in Pier Sans Regular,
in a smaller point size than Sub-Headers
and should only use black or dark gray color.