



Brand Guidelines





Logos









Minimum Logo Size



1.282 inches x 0.795 inches



Clear Space



The clear space around the logo should be the size of the "D" in Island. This will provide enough space while not being excessive.

-Additional Logo Information





Although the text and graphic work best together, the text may be used on it's own for a simpler look for the company. The graphic may not be used on it's own. The logo may not be stretched. The logo also may not be used in any other colors other than the brand colors, but even then using Martha is preferred to the other secondary colors. Additionally, the logo can be used with only the leaves shown in the graphic, with the main hydrangea and the small bud deleted.







Brand Colors

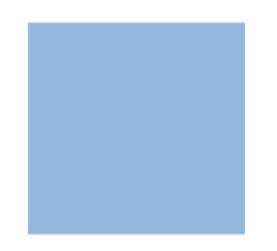


Primary Color



Martha PMS 2110 C CMYK 50-35-0-45 RGB 71-91-141 HEX #475b8d

Secondary Colors



Hydrangea PMS 278 HEX #94b7de



Stem PMS 624 CMYK 33-18-0-13 CMYK 23-0-20-36 RGB 148-183-222 RGB 125-162-130 HEX #7da282



Brand Fonts



Abril Display Extra Bold

The quick brown fox jumps over the lazy dog

Seravek Light

The quick brown fox jumps over the lazy dog



My slogan/tagline can only be used with the logo, as it doesn't give much context as to what the company is on its own. It should only be used in Abril Display extra bold and only in the primary brand color.





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