

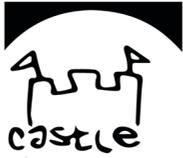
PRIMARY LOGO & IDENTITY STYLE GUIDELINES
CLIENT : SPYRE SOLUTIONS, INC

Brand Style Guide

Pt. 1: Logo Identity

Note: Please select 1) a preferred subset of type pairings and 2) a preferred color scheme. You may mix and match.

This part of the style guide is intended to solidify only the logo at this time. We will use the feedback to inform the overall style guide template for the website, This will be extended upon and presented with revisions and color palatte suggestions for the look of the site in Part 2 of the Style Guide.



PRIMARY LOGO & IDENTITY STYLE GUIDELINES

CLIENT : SPYRE SOLUTIONS, INC

Primary Logo : Draft V.1



COLOR SPECIFICATIONS



C96 M58
Y16 K1
#33679b



Pantone 431C
Co Mo Yo K75
#636466



Pantone Black
C3 Mo Yo K100
#000000

FONTS USED IN LOGOTYPE

PT Sans Bold

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMN OPQRSTU-
VWXYZ abcdefghijklmnopqrstu-
vwxyz

Josaphine Sans

1234567890 !@£\$%^&*()-=+
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VWXYZ abcdefghijklm-
nopqrstuvwxyz

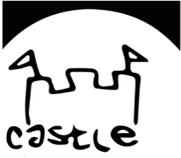


Title Headline

Sub Headline 2

Sub Headline 3

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PRIMARY LOGO & IDENTITY STYLE GUIDELINES

CLIENT : SPYRE SOLUTIONS, INC

Primary Logo : Draft V.2



COLOR SPECIFICATIONS



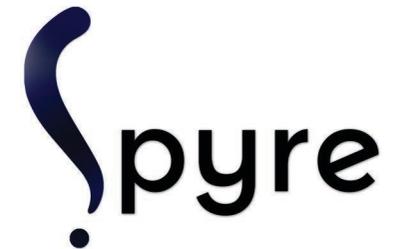
C100 M96
Y35 K51
1a1a43



Pantone 431C
Co Mo Yo K75
#636466



Pantone Black
C3 Mo Yo K100
#000000



FONTS USED IN LOGOTYPE

Montserrat Alternates

1234567890 !@£\$%^&*()-=+
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NOPQRSTUVWXYZ abc-
defghijklmnopqrstuvwxyz

Raleway

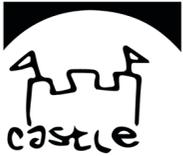
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ABCDEFGHIJKLM-
NOPQRSTUVWXYZ abcdef-
ghijklmnopqrstuvwxyz

Title Headline 1

Sub Headline 2

Sub Headline 3

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PRIMARY LOGO & IDENTITY STYLE GUIDELINES

CLIENT : SPYRE SOLUTIONS, INC

Primary Logo : Draft V.3



COLOR SPECIFICATIONS



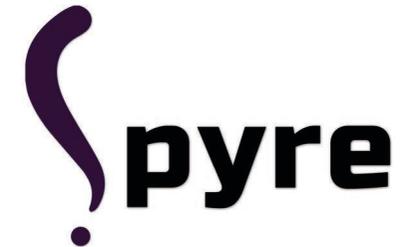
C78 M95
Y42 K56



Pantone 431C
Co Mo Yo K75
#636466



Pantone Black
C3 Mo Yo K100
#000000



FONTS USED IN LOGOTYPE

Russo One

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMN OPQRSTUVWXYZ
YZ abcdefghijklmnopqrstuvwxyz

Federo

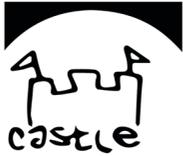
1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMN OPQRSTU-
VWXYZ abcdefghijklmnopqrstuvwxyz

Title Headline 1

Sub Headline 2

Sub Headline 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

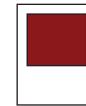


PRIMARY LOGO & IDENTITY STYLE GUIDELINES
CLIENT : SPYRE SOLUTIONS, INC

Original Logo: Remastered



COLOR SPECIFICATIONS



C27 M100
Y100 K31
#771e20



Pantone 431C
Co Mo Yo K75
#636466



Pantone Black
C3 Mo Yo K100
#000000



FONTS USED IN LOGOTYPE

Abel

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMN OPQRSTU-
VWXYZ abcdefghijklmnopqrstu-
vwxyz

Devonshire

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMN OPQRSTU VWXYZ
abcdefghijklmnopqrstu vwxyz

Title Headline 1
Sub Headline 2

Sub Headline 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

