



CARKELLA

UNIQUE BRANDING *for* EXTRAORDINARY EXPERIENCES

BRAND GUIDELINES



PRIMARY LOGO - NAVY



PRIMARY LOGO - WHITE ON NAVY



PRIMARY LOGO - COLOR 1



PRIMARY LOGO - COLOR 2



SECONDARY LOGO - NAVY



SECONDARY LOGO - WHITE ON NAVY



LOGO ICON - NAVY



LOGO ICON - COLOR 1



LOGO ICON - COLOR 2



LOGO ICON - WHITE ON NAVY

PRIMARY FONT
REVISTA REGULAR

AA BB CC DD EE FF GG
HH II JJ KK LL MM NN
OO PP QQ RR SS TT UU
VV WW XX YY ZZ

SECONDARY FONT
MONTERRAT REGULAR

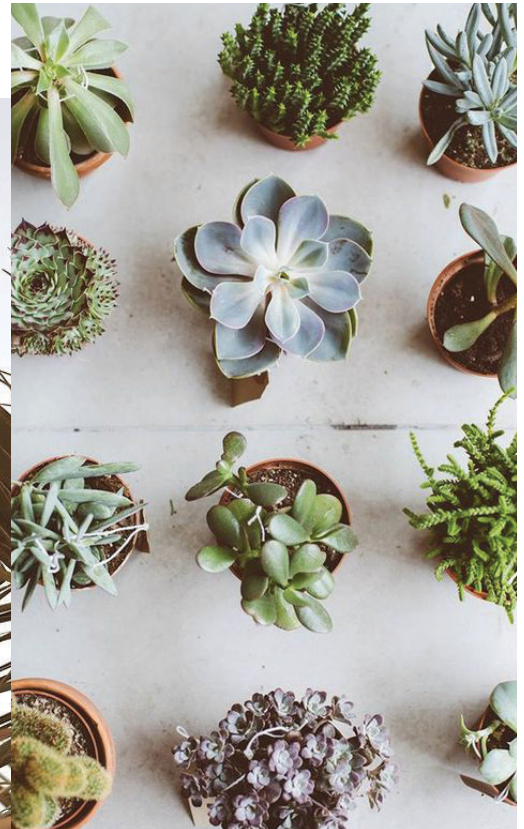
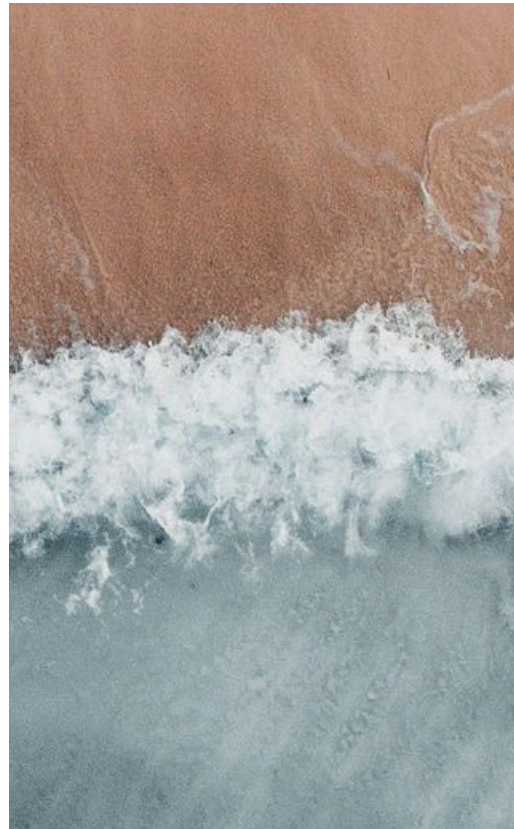
TAGLINE | KERNING 100, ALL CAPS

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

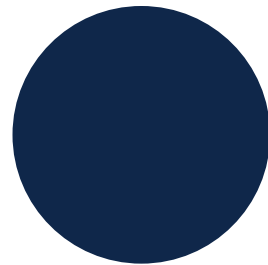
TERTIARY FONT
ADOBE CASLON PRO ITALIC

TAGLINE | KERNING 100

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz



PRIMARY COLORS

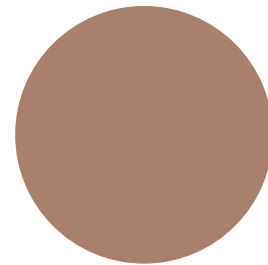


NAVY

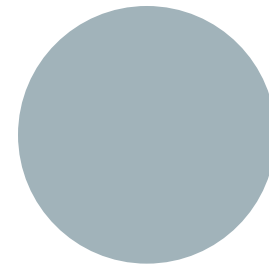
PMS 2767C
HEX #12284B
R18 G40 B75
C100 M87 Y42 K41

TERRACOTTA

HEX #AA806C
R170 G128 B108
C32 M49 Y57 K7



SECONDARY COLORS

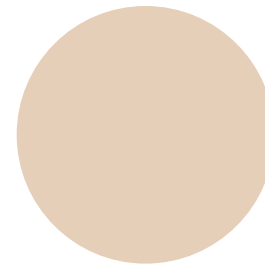


PALE BLUE

HEX #A2B3BA
R162 G179 B186
C38 M22 Y22 K0

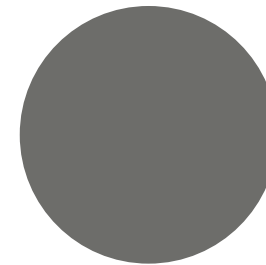
SAND

HEX #E6CEB9
R230 G206 B185
C9 M18 Y26 K0



OLIVE

HEX #6D6D6A
R109 G109 B106
C57 M49 Y51 K17



EUCALYPTUS

HEX #99A596
R153 G165 B150
C43 M27 Y41 K1

