



**CADDLE**

**BRAND STYLE GUIDE**

## LOGO APPLICATIONS

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Primary: Horizontal



Secondary: Vertical



Secondary: Colour Reverse



Black

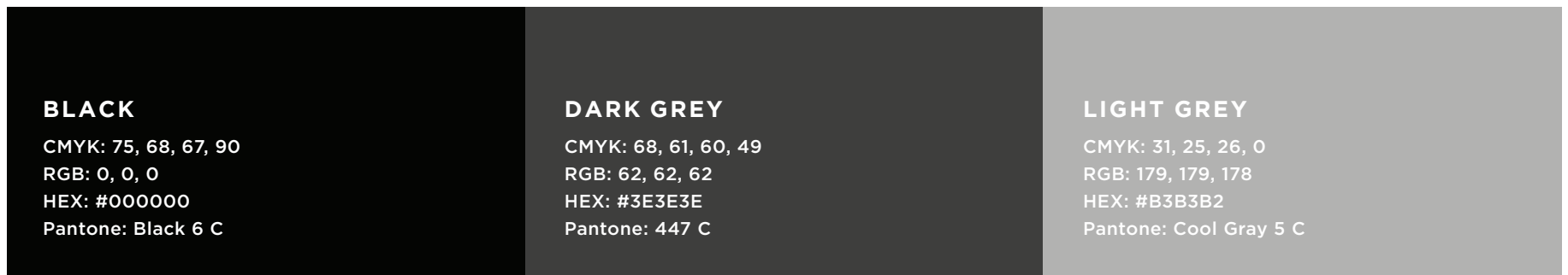


White



## COLOUR PALETTE

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# SIZE & SPACING

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## Minimum Sizing



## Minimum White Space



In order to maintain the visual integrity of the brand, it requires a certain amount of space to breathe. This space can be represented by the measurement 'C' above. The logo should have at least 'C' amount of space around it at all times, meaning no other visual element (other logos, text, etc.) should fall within this space.

# TYPOGRAPHY

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## Headers

**GOTHAM BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

## Body Copy

Sofia Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()