



DIANE KREIDER

creating customers for life

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BRAND GUIDELINES

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# LOGO & ICON

# Logo & Icon

Primary Logo



DIANE KREIDER  
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Icon



TYPE

## Typefaces

### Headers

LOVELYN REGULAR

### Body

Montserrat Medium

Montserrat Regular

Montserrat Light

COLOR

# Color

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**RGB**

R: 245

G: 245

B: 245

**CMYK**

C: 3

M: 2

Y: 2

K: 0

**HEX**

#f5f5f5

**RGB**

R: 34

G: 53

B: 91

**CMYK**

C: 96

M: 83

Y: 38

K: 29

**HEX**

#22355b

**RGB**

R: 0

G: 0

B: 0

**CMYK**

C: 75

M: 68

Y: 67

K: 90

**HEX**

#000000

**Gradient**

RGB: 146, 148, 151

CMYK: 45, 36, 35, 1

HEX: #929497



RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

HEX: #ffffff



RGB: 188, 189, 191

CMYK: 26, 20, 20, 0

HEX: #bcbdbf



RGB: 241, 241, 241

CMYK: 3, 2, 2, 0

HEX: #f1f1f1



# PHOTOGRAPHY & IMAGERY

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# Photography & Imagery

