

Palma Commercial Brand Portal

Guidelines for: Color | Logo | Type



Read Me:

If Type Face does not show up initially or you are prompted that you may need to substitute fonts:

1. Font files are attached
2. Install Font files onto Local Work Space
3. Files should read automatically.

Palma Commercial LOGO



Green:
Hex-1B560A
R:27 G:86 B:10
P:720m



Grey:
Hex-545454
R:84 G:84 B:84

Note: Small, Medium, and Large are scaled to 80% of the prior size



10 px space between logo & services at all times

Large 21px
Medium 16.8 px
Small 13.44px



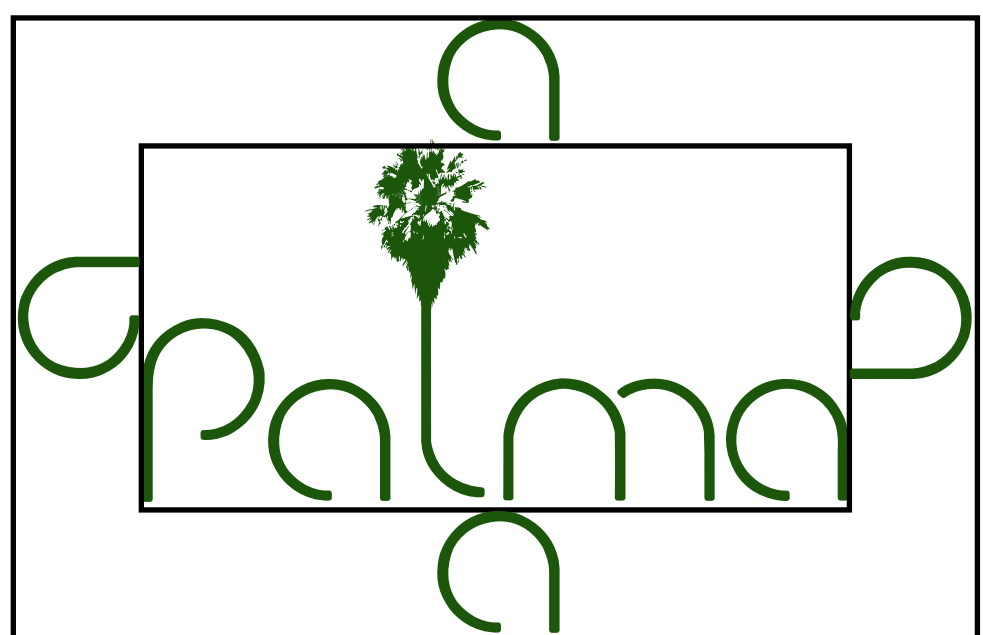
Logo Reversed:

Logo should appear as follows when placed on dark surfaces.



Logo Proportionality:

Logo should maintain proportionality at all times and never be stretched or warped.



Logo Type:

Niubes Light

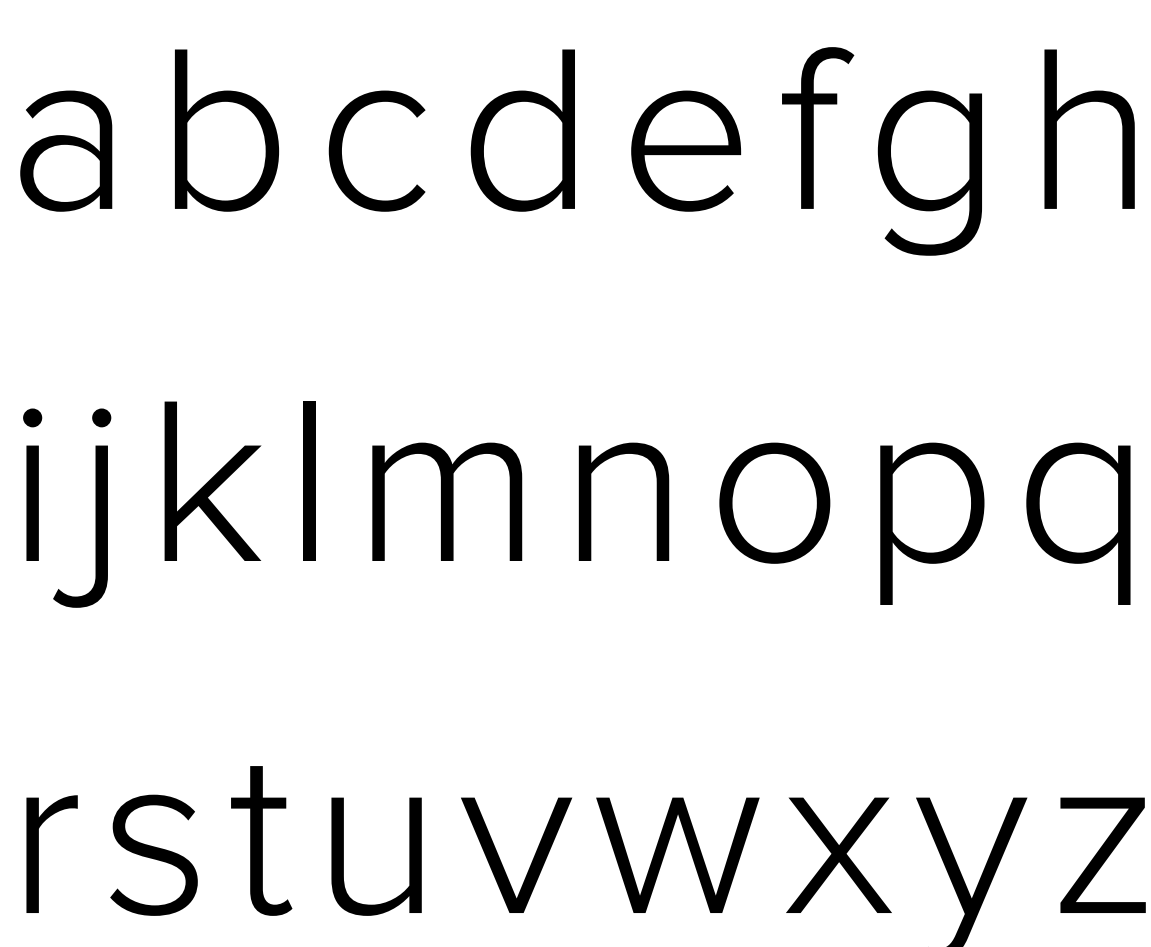
This Type face was used as a base and then modified to create the palma logo.



Logo Type:

Proxima Nova Light

This Type face was used for the "commercial" in the logo as placed in accordance with the principals liking.



Website Type:

TT Anvers Regular

This Type face was used for the Body Text of the Palma Commercial Website

