

# COLOR STORY

## THE CAROUSEL STYLE GUIDE

This guide will help keep our team up to date on how the Carousel brand should be used and will help to control how our brand is applied in the public eye.

# CAROUSEL LOGO

WE'D BE *DELIGHTED*  
IF YOU FOLLOWED  
THESE GUIDELINES

The following are the guidelines for the Carousel Digital Signage logo.  
The Carousel logo is only to be used as stated in these guidelines.



D I G I T A L   S I G N A G E



ORANGE: Pantone Solid Coated 1655C  
RGB: R-255 G-76 B-0  
CMYK: C-0 M-84 Y-100 K-0  
HEX: #ef4c23



GREY:  
RGB: R-85 G-93 B-112  
CMYK: C-70 M-59 Y-40 K-18  
HEX: #545c6e

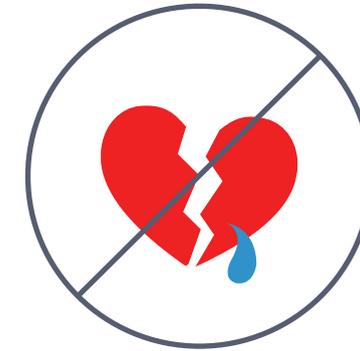


# LOGO VARIATIONS

The vertical version of the Carousel logo is the preferred version. A horizontal version of the logo is available and should be used in situations where the vertical version text is too small to read.

# LOGO DONT'S

Mis-using the Carousel logo (or anyone's logo for that matter) breaks our heart!  
This page displays the don'ts, the do nots, the naddas, not a chance for the Carousel logo.



The Carousel logo is available in multiple formats.  
There are versions appropriate for light and dark  
backgrounds. If you planning on using our logo in  
any other way than what is provided ... **don't.** :)

# AVENIR

TITLES IN ALL CAPS  
Body Copy

abcdefghijklm  
nopqrstuvwxyz  
1234567890&

\*\* When using an ampersand use Baskerville Italic

# WHAT THE FONT!

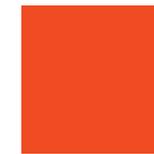
To present a consistent and coherent brand image, we have selected the following group of typefaces to be used when producing Carousel materials. Please use these fonts or we'll be forced to use volatile language.

# CAROUSEL COLORS

## PLEASE USE THE FOLLOWING COLOR PALETTE

These are the recommended colors that we have chosen to represent our brand. Each color serves a purpose and should be used as stated in these guidelines.

# PRIMARY COLOR PALETTE



ORANGE: Pantone Solid Coated 1655C  
RGB: R-255 G-76 B-0  
CMYK: C-0 M-84 Y-100 K-0  
HEX: #ef4c23



DARK BLUE/GREY  
RGB: R-85 G-93 B-112  
CMYK: C-70 M-59 Y-40 K-18  
HEX: #545c6e



LIGHT GREY  
RGB: R-142 G-151 B-169  
CMYK: C-47 M-36 Y-24 K-0  
HEX: #8f97aa



WHITE



# tone & copy

## WRITING FOR CAROUSEL DIGITAL SIGNAGE

When communicating with our clients through copy it's important to write with personality and honesty. Nothing stuffy or "corporate." We are a fun and personable company and we need to be sure that comes across in our writing.