

Trish Kendall STYLE GUIDE (12/2020)

2-COLOR-A vertical tag



2-COLOR-A horizontal tag



2-COLOR-B vertical tag



1-COLOR-A vertical tag



1-COLOR-A horizontal tag



1-COLOR-B vertical tag



1-COLOR-B horizontal tag



BLACK vertical tag



BLACK horizontal tag




BLACK vertical tag





BLACK horizontal tag





Palette

 Primary = Olive
 CMYK 56/56/100/50
 RGB 77/67/18
 HEX 4D4312

 Secondary = Mustard
 CMYK 15/10/96/0
 RGB 222/209/46
 HEX E0D12E

 Secondary = Navy
 CMYK 92/82/52/67
 RGB 10/21/43
 HEX 0A1526

 Secondary = Teal
 CMYK 9/46/21/4
 RGB 9/97/145
 HEX 09/61/91

 Tertiary/Accent = Cream
 CMYK 2/6/21/0
 RGB 251/236/205
 HEX FBECDD

Font Families

Headline: Shelby

Subheads: Playfair Display Bold

Body: Archivo Narrow Display

Pullout quote: Playfair Display medium italic

Email clare@gocallosum.com for press approval of Trish Kendall marketing materials.

2-COLOR-A vertical



2-COLOR-A horizontal



2-COLOR-B vertical



1-COLOR-A vertical



1-COLOR-A horizontal



1-COLOR-B vertical



1-COLOR-B horizontal



BLACK vertical



BLACK horizontal



BLACK vertical



BLACK horizontal



2-COLOR-A mark



2-COLOR-B mark



1-COLOR-A mark



1-COLOR-B mark



BLACK mark



WHITE mark



Background patterns. Scale proportionally.



Pullout Quote



Masthead pattern



Value Icons

