# FISHERMAN

## STYLE GUIDE  2018

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# LOGOS

The logo created parallels the philosophy of Fisherman, in that Fisherman works synchronously with our clients - thus the inspiration from the yin and yang symbol.

The primary logo consists of the graphic symbol plus the textual logo. The text should always be capitalized and its width should always match the width of the graphic logo. The clear space is based off of the textual. Whenever necessary, the graphic symbol can be used separately.

The secondary logo consists of all capitalized letters only. The clearspace used is based only on the letters of this logo, and does not depend on the hook graphic used in this logo. This logo should not be used in conjunction with the graphic logo used in the primary logo.

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logo development

primary logo

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secondary logo

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# TYPOGRAPHY

The fonts chosen are meant to reflect the modernity of the company, hence the choice of sans-serif. The fonts are meant to be clear and easy to read.

The primary font used is Nevis Bold and should be used for all headings. Ideally, all letters should be capitalized.

The secondary font, Lato, should be used for all body text. It should never be used for headings. Typically, "regular" font weight should be used, but when needed, use different weights and styles - sparingly.

primary font

## Nevis Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

secondary font
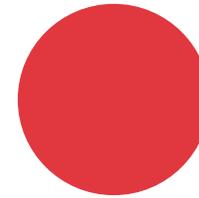
## Lato regular

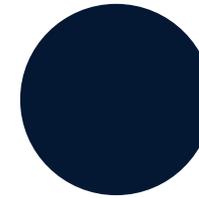ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

# COLORS

The colors were chosen based around the nautical theme. So the primary color scheme is all based around the colors seen in the ocean.

However, given that evolving nature of this company, different colors can be used beyond the primary color scheme. This needs to be used sparingly and needs to be revisited as the company continues to grow and evolve.
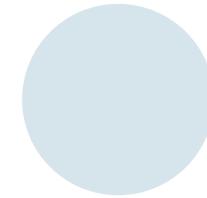
A color style that has been implemented currently on our site is the use of color gradients - use sparingly across all platforms. This is another area that will have be revisited as web trends and styles change.
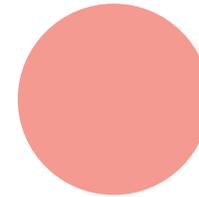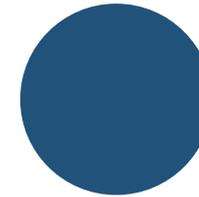
R225 G55 B63
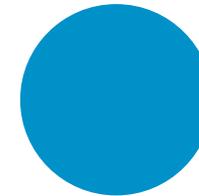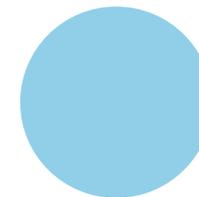Hex #E1373F

R4 G24 B52
Hex #041834

R214 G229 B238
Hex #D6E5EC

R245 G154 B144
Hex #F59A90

R33 G83 B122
Hex #21537A

R0 G146 B200
Hex #0091C8

R2145 G207 B232
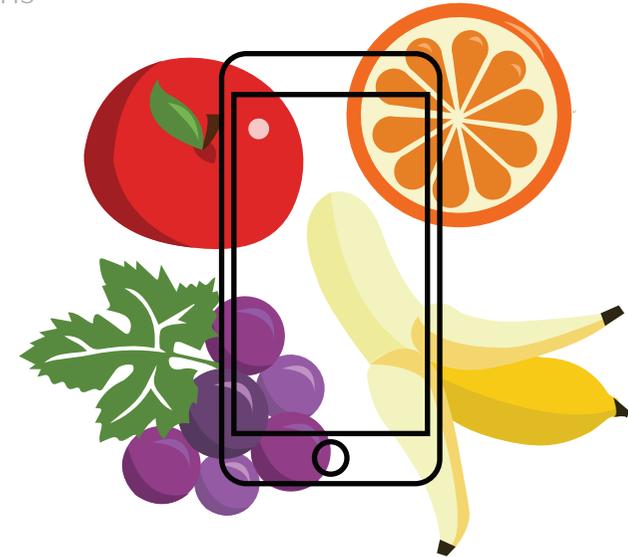Hex #91CFE8

FISHERMAN | colors

# ILLUSTRATIONS

All illustrations should be created using relatively simple forms - but most importantly all illustrations should be made in flat style, with only hints of depth via vlat shadows.

## character development

## icon devevlopment

## misc. illustrations

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