



BRAND STYLE GUIDE

# PRIMARY LOGO



# SECONDARY LOGO



VERTICAL LOGO

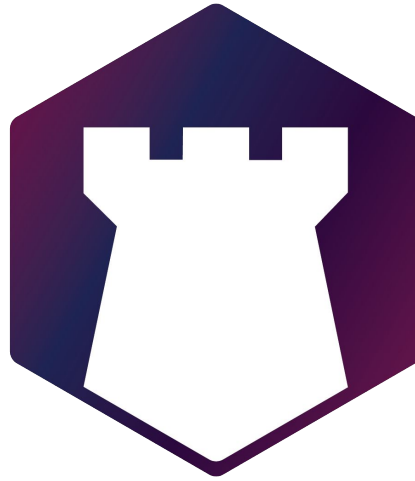


THE  
ROOK  
ROOM

BRAND NAME LOGO

THE  
ROOK ROOM

ICON ONLY LOGO



REVERSED PRIMARY LOGO

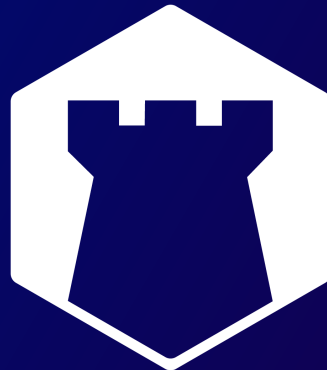


# REVERSED SECONDARY LOGO





# REVERSED STACKED LOGO

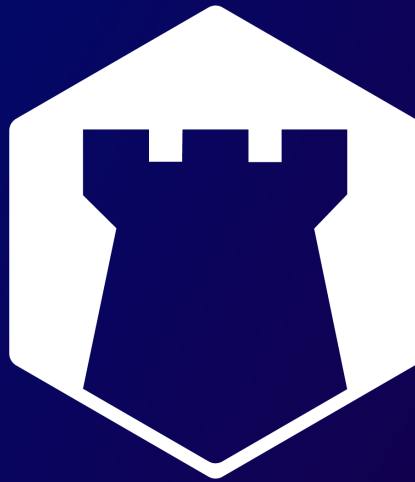


THE  
ROOK  
ROOM

REVERSED BRAND NAME LOGO

THE  
ROOK ROOM

REVERSED ICON ONLY LOGO



PRIMARY COLOR

TWILIGHT PURPLE

CMYK: 85, 100, 33, 54

RGB: 18, 0, 79

HEX: #12004F

PANTONE: 3524 CP

# SECONDARY COLOR

## POISON PURPLE

CMYK: 55, 100, 40, 36

RGB: 73, 0, 98

HEX: #490062

PANTONE: 7449 UP

# SECONDARY COLOR

ROYAL BLUE

CMYK: 100, 95, 37, 33

RGB: 0, 9, 108

HEX: #00096C

PANTONE: 5395 UP

# ACCENT COLOR

TOXIC GREEN

CMYK: 100, 0, 25, 20

RGB: 0, 204, 153

HEX: #00CC99

PANTONE: 7712 CP





# LOGO GRADIENT

LINEAR 30° ANGLE

POISON PURPLE: 100%, 0

ROYAL BLUE: 100%, 32

TWILIGHT PURPLE: 100%, 64

POISON PURPLE: 100%, 100

# FONT STYLES

## UNICA ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Unica One is the logo font. It should only be used in all caps. Do not lowercase Unica One in any circumstances.

Unica One should be used for headings, menus, and specialized accent areas. It should not be used in large chunks or paragraphs.

## Lato

Lato is the primary complimentary font. It should be used in sentence and title case.

Lato should be used for paragraph font, captions, buttons, links, lists, bolded accents, and any large chunks of text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



Last Updated: May 2019