



Organic Aromas

VISUAL GUIDELINES
beta

COMPANY LOGO

Various forms that the logo of *Organic Aromas* can take.

1. The full logo, featuring both the icon and the wordmark. This, especially the two-toned logo, should be used whenever possible to officially represent the company.
2. The icon.



LOGO TREATMENT

The logo must be used as is and not be altered in any way. This means that you must not:

1. Change the logo's orientation or rotation.
2. Disproportionately scale or resize the logo.
3. Change the logo's colors.
4. Attempt to recreate the logo.
5. Make alterations to the logo's text.
6. Add special effects to the logo.
7. Add an outline to the logo or display the logo as an outline.
8. Use the logo on top of busy photography.
9. Display other elements within the logo's designated clear space.
10. Crop the logo in any way.



LOGO CLEAR SPACE

Organic Aromas logo must have a designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.

$x=1/5$ width from end of the curve on the icon to "s" in "Aromas"



COLORS

Our company colors are professional and modern, expressing who we are.

1. Our main logo color is a calm turquoise, to signify the modern and soothing nature of our company, as well as the trustworthiness we want to portray.
2. Our main turquoise is complemented by a more subdued set of colors, including a range of greys, to create our color palette.



CMYK 61/13/40/0
RGB 104/175/164
HEX 68AFA4



CMYK 0/50/27/0
RGB 255/153/153
HEX FF9999



CMYK 69/63/62/58
RGB 51/51/51
HEX 333333



CMYK 60/51/51/20
RGB 102/102/102
HEX 666666



CMYK 43/35/35/1
RGB 153/153/153
HEX 999999

TYPOGRAPHY

Our primary typeface for any print materials is Raleway font family set. We use the Light weight for standard copy and the Semibold weight for anything more important than that.

we use the
Raleway Semibold

for anything more important than standard copy and the Light weight for standard copy

LEGIBILITY

We use Helvetica Narrow font family for printed instruction manuals, ingredients

...AND SUCH