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.

carousel

DIGITAL SIGNAGE

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
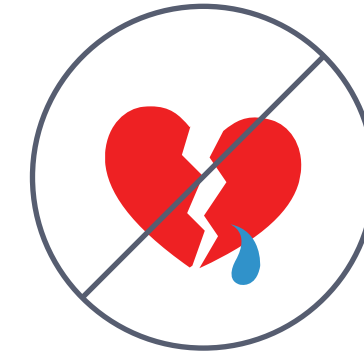CMYK: C-70 M-59 Y-40 K-18
HEX: #545c6e

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 to small to read or doesn't fit the space properly.

carousel

DIGITAL SIGNAGE

carousel

DIGITAL SIGNAGE

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.

- No shadows, outlines or glow

- Don't squish or squeeze the logo

- The mark may be used separately but only when it's also accompanied by the full logo (elsewhere on the page / document)

- The swirl may be used separately but only when it's also accompanied by the full logo (elsewhere on the page / document)

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. :)

Nunito Sans

abcdefghjklm
nopqrstvwxyz
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.
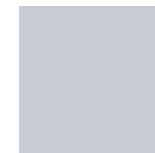
PRIMARY COLOR PALETTE

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

SECONDARY COLOR PALETTE

TEAL
RGB: R-0 G-164 B-189
CMYK: C-17 M-16 Y-22 K-0
HEX: #00a4bd

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.