



**2025 STYLE GUIDE**



# Table Of Contents

1	<b>LOGO</b>
6	<b>COLOR PALETTE</b>
8	<b>TYPOGRAPHY</b>
10	<b>BRAND PATTERNS</b>
12	<b>APPLICATIONS</b>

The background of the entire page is a repeating pattern of stylized green leaves. The leaves are dark green with lighter green outlines and are scattered across the white background. The pattern is dense and covers the entire area.

# Logo

# Primary Logo



# Logo Variations

Mascot



Secondary



Icon



Alternate



# Logo Usage

To ensure adequate spacing for the logo, please leave a space of no less than .5 in from the logo on all sides. The logo should always be legible and identifiable. It should not be produced at a size smaller than .25 inch.



# Logo Improper Usage

The logo was designed to consistently represent the brand across various mediums. Therefore, only the approved logo lockups should be used. Modifying the logo in any manner should be avoided at all times.





# Color Palette



# Color Palette



## YURGIN EVERGREEN

HEX: #48843E  
RGB: 72, 132, 62  
CMYK: 75, 27, 100, 12



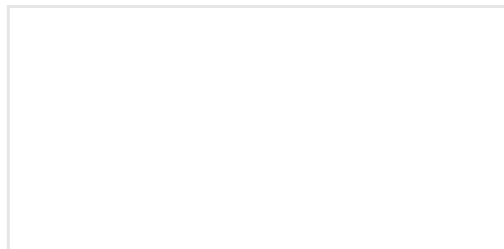
## YURGIN MEADOW

HEX: #61B146  
RGB: 97, 177, 70  
CMYK: 67, 6, 100, 0



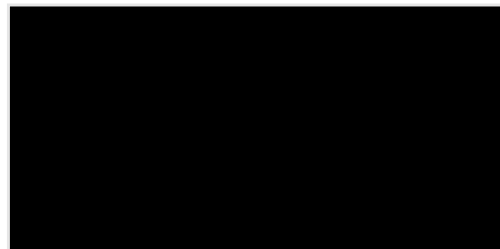
## YURGIN SUNBURST

HEX: #FAA737  
RGB: 250, 167, 55  
CMYK: 0, 40, 89, 0



## YURGIN CLOUD

HEX: #FFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0



## YURGIN CHARCOAL

HEX: #010101  
RGB: 1, 1, 1  
CMYK: 75, 68, 67, 90



## YURGIN GRADIENT

# Typography

Using a primary font is important because it creates a consistent, recognizable look across all brand materials. It helps maintain visual unity, reinforces your brand identity, and makes your communication feel polished and professional.

Aa  
Eurostile  
=====

## **Eurostile | Black**

**THE QUICK BROWN FOX JUMPS OVER THE LAZY  
BROWN DOG**

**the quick brown fox jumps over the lazy brown dog  
1234567890**

## **Eurostile | Bold**

**THE QUICK BROWN FOX JUMPS OVER THE LAZY  
BROWN DOG**

**the quick brown fox jumps over the lazy brown dog  
1234567890**

## **Eurostile | Regular**

**THE QUICK BROWN FOX JUMPS OVER THE LAZY  
BROWN DOG**

**the quick brown fox jumps over the lazy brown dog  
1234567890**

# Typography Examples

**Headline**  
**Eurostile Med** | 60pt

# Headline

**Subhead**  
**Eurostile Bold** | 22pt

## SUPPORTING SUBHEAD

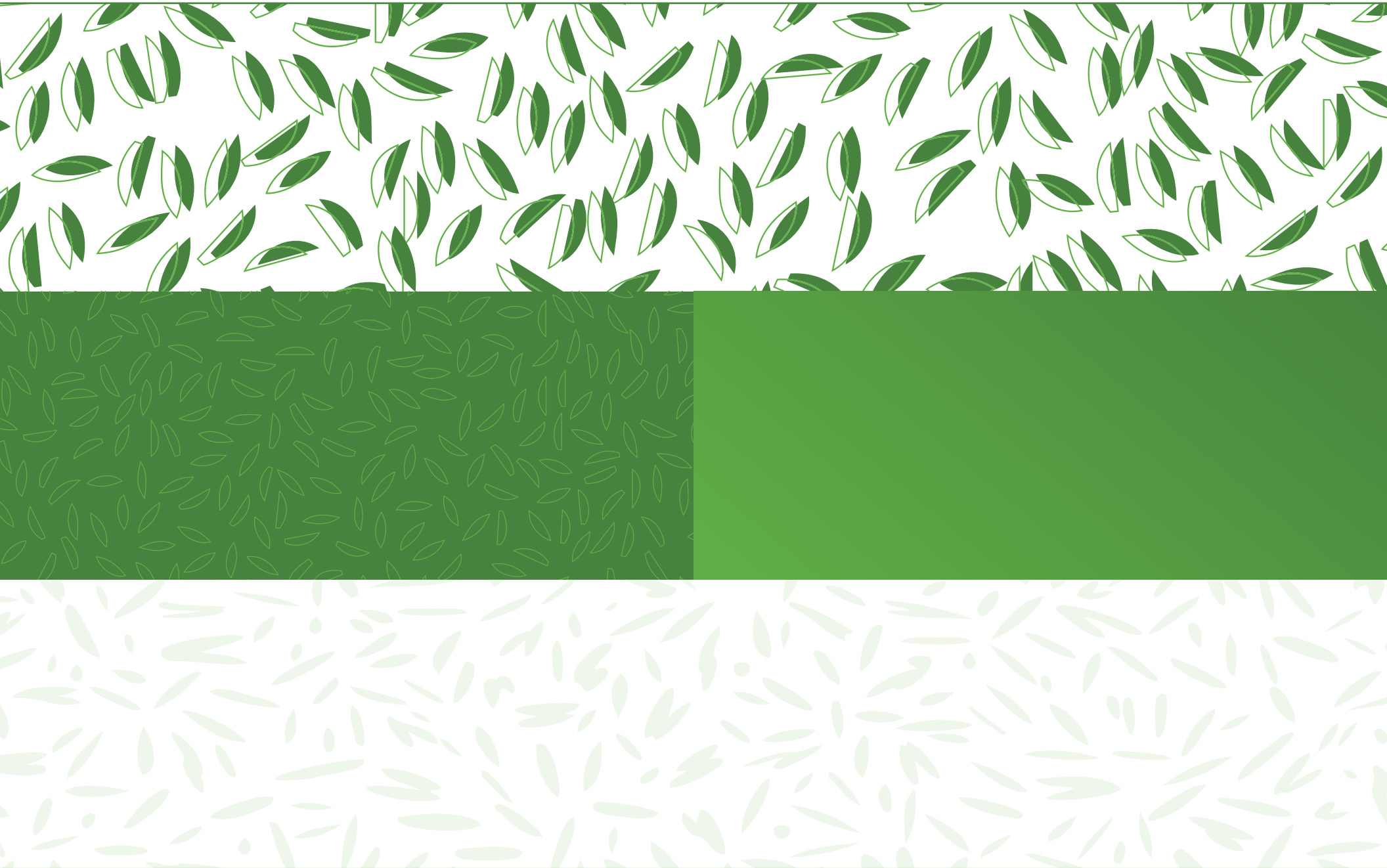
**Body copy**  
**Eurostil Reg** | 10pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis enim ad minim veniam, quis nostrud.



# Brand Patterns

# Brand Patterns



A decorative background featuring a dense pattern of stylized green leaves. The leaves are scattered across the entire page, with a higher concentration in the top and bottom white sections and a solid green rectangular area in the center where the text is located.

# Application Examples



















**Jane Doe**

Email@emailAddress.com  
+1 234 567 8910  
333 Address,  
Street XX 12345  
www.address.com



★  
LAWN CARE

+1 234 567 8910  
333 Address,  
Street XX 12345  
www.address.com

**Jane**  
Email@emailAddress.com  
+1 234 567 8910  
333 Address,  
Street XX 12345  
www.address.com

