



BRAND  
IDENTITY  
DESIGN  
GUIDELINE

## BRAND NAME

The company is called Steeped Content, spelled in title case (The “S” and “C” are capitalized), and there’s space between each word. The words can only be combined if written as part of the domain, such as steepedcontent.com.

**Good:** Steeped Content

**Not so good:** Steeped content, steeped content, steeped Content, steepedcontent, or SteepedContent.

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## BRAND LOGO



## LOGO VARIATIONS



## CLEAR SPACE

Adequate clear space should be maintained on all sides of the Steeped Content brand equal to the height of the letter ‘S’.



## PLEASE DON'T



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## TYPOGRAPHY

Headings: Roboto

Body Text: Cormorant Garamond

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## COLOR PALETTE



RGB 91, 115, 85  
CMYK 65, 38, 71, 20



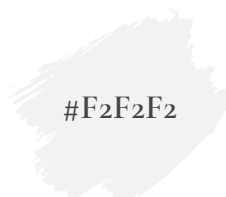
RGB 139, 166, 114  
CMYK 50, 21, 67, 2



RGB 57, 64, 47  
CMYK 67, 53, 75, 53



RGB 217, 178, 106  
CMYK 16, 29, 68, 0



RGB 242, 242, 242  
CMYK 4, 2, 2, 0