

STYLE GUIDE

TALK AIRBNB

July, 2018

Prepared for:
Melissa Stock
melissa.stock@gmail.com
(720) 607-1867

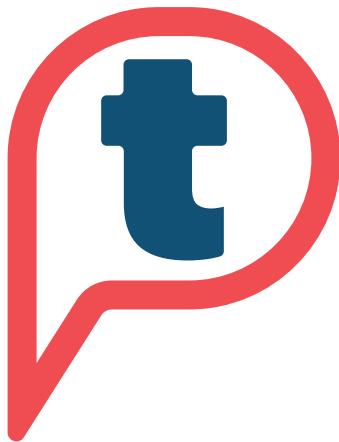
Prepared By:
Niki Cousins
niki.cousins@gmail.com
(720) 280-5419

LOGO IDENTITY







MAIN LOGO:



ALTERNATE LOGO:



BRAND COLORS

		CMYK	RGB	HEX
PRIMARY BRAND COLOR		0 / 85 / 66 / 0	240 / 78 / 81	#F04E51
SECONDARY BRAND COLOR		97 / 67 / 34 / 16	4 / 81 / 117	#045175
THIRD BRAND COLOR		34 / 0 / 32 / 0	169 / 217 / 188	#A9D9BC
ALTERNATIVE COLOR		86 / 73 / 48 / 45	39 / 52 / 72	#273448
ALTERNATIVE COLOR		60 / 51 / 50 / 19	103 / 104 / 104	#676868
ALTERNATIVE COLOR		4 / 4 / 13 / 0	243 / 238 / 220	#F3EEDC

LOGO COLOR VARIATIONS

DARK BACKGROUND:



BLACK AND WHITE:



TYPOGRAPHY

Montserrat (Regular)

A B C D E F

a b c d 1 2 3 4

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

<https://www.fontsquirrel.com/fonts/montserrat>

Montserrat (Bold)

A B C D E F

a b c d 1 2 3 4

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

<https://www.fontsquirrel.com/fonts/montserrat>

Montserrat (Light)

A B C D E F

a b c d 1 2 3 4

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

<https://www.fontsquirrel.com/fonts/montserrat>

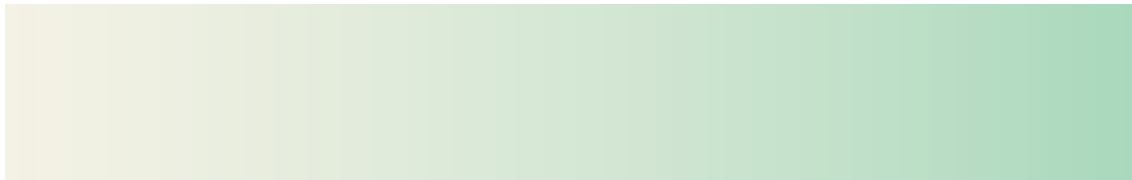
GRADIENTS



C	0	0
M	75	85
Y	52	66
K	0	0



C	99	97
M	45	67
Y	31	34
K	4	16



C	6	34
M	4	0
Y	14	32
K	0	0