

BRANDING
BASIC CORPORATE

IDENTITY MANUAL



sacha stone

www.sachastone.com



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Emblem or Symbol



Typography

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Original Typeface

Futura Bk BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9

AvantGarde Bk BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9



Color Palette

Carbon Grey



CYMK: 0 0 0 70%
RGB: 114 115 118
HTML: # 727376

Grape



CYMK: 59% 100% 32% 37%
RGB: 100 46 87
HTML: #642E57

Satin Sheen Gold



CYMK: 20% 36% 100% 0
RGB: 209 161 0
HTML: #D1A100

Horizontal Presentation



Vertical Presentation





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Gold Presentation



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