

VISUAL GUIDELINES



**RAINA STINSON** PHOTOGRAPHY

## PRIMARY LOGO & LOGOMARK

The Raina Stinson Photography primary logo and logomark can only be used with the primary colors, Grey & Magenta.



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## HORIZONTAL LOGO

The Raina Stinson Photography horizontal logo can use colors from the primary & secondary palettes as background color. When on a white background, it can only be used in the primary colors, Grey & Magenta.



## SECONDARY LOGO

The Raina Stinson Photography secondary logo can use colors from the primary & secondary palettes as background color with white logo. Can only use White, Bubblegum Pink, or Royal Purple logo when on grey background.



## SECONDARY LOGOMARK

The Raina Stinson Photography secondary logomark can use colors from the primary & secondary palettes as background color with white logo. Can only use White, Bubblegum Pink, or Royal Purple logo when on grey background.



## TAGLINE

commercial lifestyle + fine art

The Raina Stinson Photography tagline uses Limerick and Behind the Rain typefaces and should be all lowercase. Can use colors from the primary & secondary palettes for type when on white background or as background color with white type.

commercial lifestyle + *fine art*

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commercial lifestyle + *fine art*

commercial lifestyle + *fine art*

## TAGLINE

commercial lifestyle + fine art

The Raina Stinson Photography tagline can use White, Bubblegum Pink, or Royal Purple for type when on grey background.

commercial lifestyle + *fine art*


commercial lifestyle + *fine art*

commercial lifestyle + *fine art*

# COLOR PALETTE

## PRIMARY PALETTE


The Raina Stinson Photography Grey and Magenta anchor the brand.



CMYK: 0, 0, 0, 79  
RGB: 90, 91, 93  
HEX: 5A5B5D  
\*PMS: 425C

### GREY

This is the primary color to be used in the logo lockups.

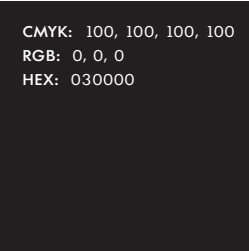


CMYK: 30, 100, 10, 0  
RGB: 182, 30, 130  
HEX: B61E82  
\*PMS: 240C

### MAGENTA

This color can also be used in the logo lockups if color is needed.

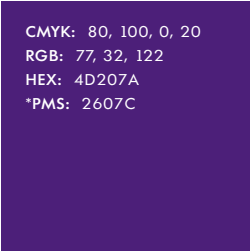
## SECONDARY PALETTE



CMYK: 100, 100, 100, 100  
RGB: 0, 0, 0  
HEX: 030000

### BLACK

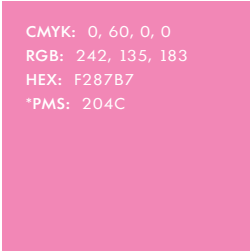
Use black for body copy/text only.



CMYK: 80, 100, 0, 20  
RGB: 77, 32, 122  
HEX: 4D207A  
\*PMS: 2607C

### ROYAL PURPLE

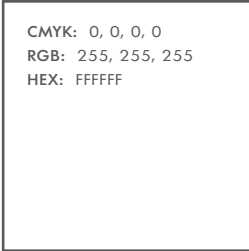
Used as a background element for a white logo, accent color for typography or graphic elements.



CMYK: 0, 60, 0, 0  
RGB: 242, 135, 183  
HEX: F287B7  
\*PMS: 204C

### BUBBLEGUM PINK

Used as a background element for a white logo, accent color for typography or graphic elements.



CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: FFFFFFFF

### WHITE

Used as a background element and for a reversed logo.

\* *Verify with printer before sending to print*

# TYPOGRAPHY FONT

## LIMERICK

The Raina Stinson Photography primary typeface is Limerick. Acceptable weights:

### LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### DEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## BEFORE THE RAIN

The Raina Stinson Photography secondary typeface is Before the Rain, only to be used in tagline and as a graphical element.

### REGULAR

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 s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

# WATERMARK

The Raina Stinson Photography watermark is the primary logomark and should be at 60% opacity.

