

SURI & CO



STYLE GUIDE

COLORS

PRIMARY COLORS



CMYK: 17 / 20 / 33 / 0
RGB: 212 / 196 / 170
HEX: d4c3ab

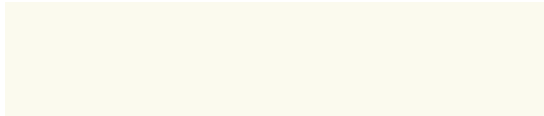


CMYK: 78 / 61 / 53 / 39
RGB: 54 / 70 / 78
HEX: 36464e



CMYK: 71 / 66 / 67 / 79
RGB: 26 / 25 / 23
HEX: 1b1a18

TINTS AS NEEDED



CMYK: 1 / 1 / 7 / 0
RGB: 251 / 248 / 236
HEX: faf7ea

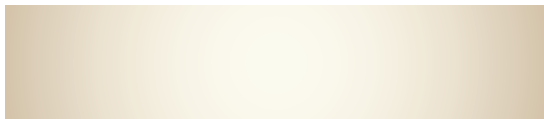


CMYK: 72 / 53 / 47 / 22
RGB: 77 / 95 / 104
HEX: 4c5f68



CMYK: 84 / 72 / 51 / 51
RGB: 38 / 48 / 63
HEX: 25303f

GRADIENTS



RADIAL GRADIENT HEX: faf7ea to HEX: d4c3ab



RADIAL GRADIENT HEX: 36464e to HEX: 25303f

TYPOGRAPHY

HEADLINE

Zapfino Forte LT Pro - Size shown 46pt

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

SUBHEAD

Serlio LT Std All Caps used for all Subheads - Size shown 29pt / Tracking 200 pts

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

BODY

Arrus BT used for all body copy - Size shown 14pt

BOOK

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

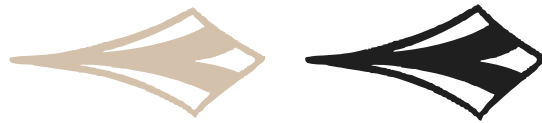
BOOK ITALIC

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

BOLD

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

DIVIDERS & FLOURISHES



.....
H E A D I N G
.....

SAMPLE HEADINGS

MAIN HEADING WITH FANCY DIVIDER



Heading
SUBHEADING



SECONDARY HEADING SHOWN WITH SOLID & DOTTED LINES



HEADING



