

STYLE GUIDE



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Available file formats: eps, ai, tiff, jpeg, png



Logo Blue

PMS Color 2768 C

RGB 0, 45, 106

CMYK 100,78,0,44

Hex 002D6A



white background



light color backgrounds: use logo with shaded houses



NO

DO NOT use any version of the logo that incorporates the '.com'.



DO NOT use any shade of blue other than the specified color.



All files can be downloaded from the On-Site Dropbox.

Can't find what you need?
Have a design question?
Contact Randy or Suhita

Randy: rjones@on-site.com
Suhita: suhita@gmail.com



Black logo: for use ONLY when used for black and white printing.



Dark colored backgrounds: Use logo with shaded houses and white outline.

NO

DO NOT use reverse logo on light/medium colored backgrounds.

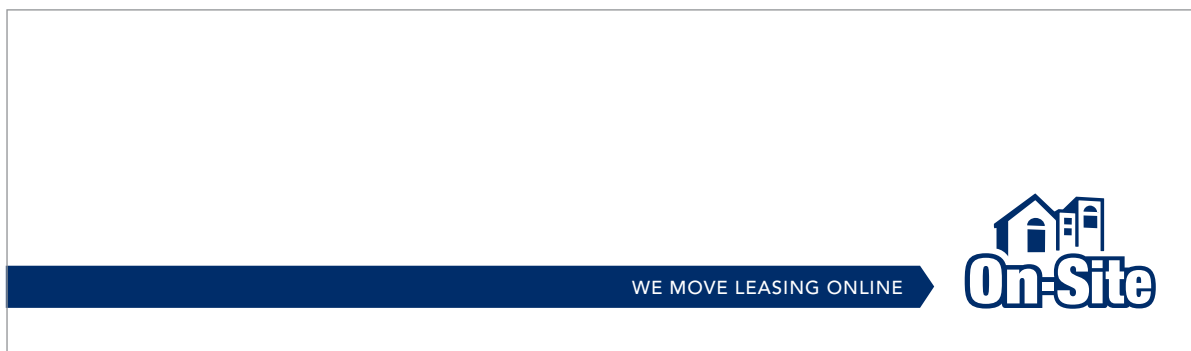


DO NOT use black logo with color

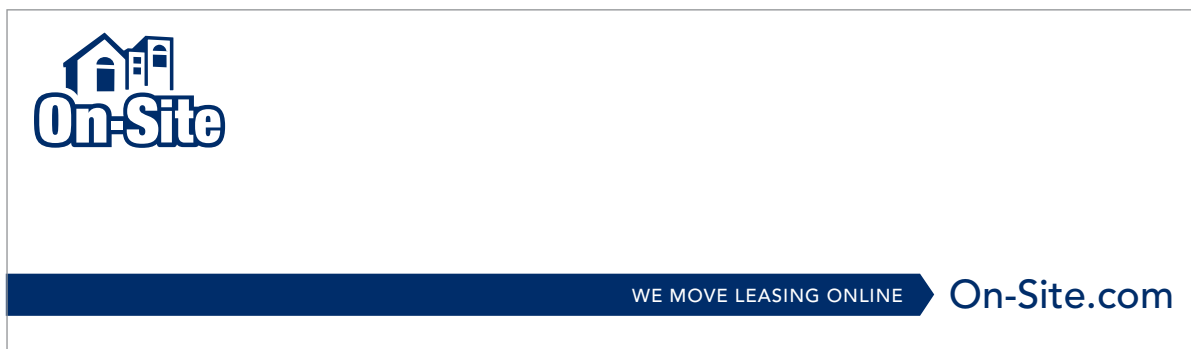




Logo with tagline: Anchor to edge like this... or like this



Longer layout? Try this...



Or this.

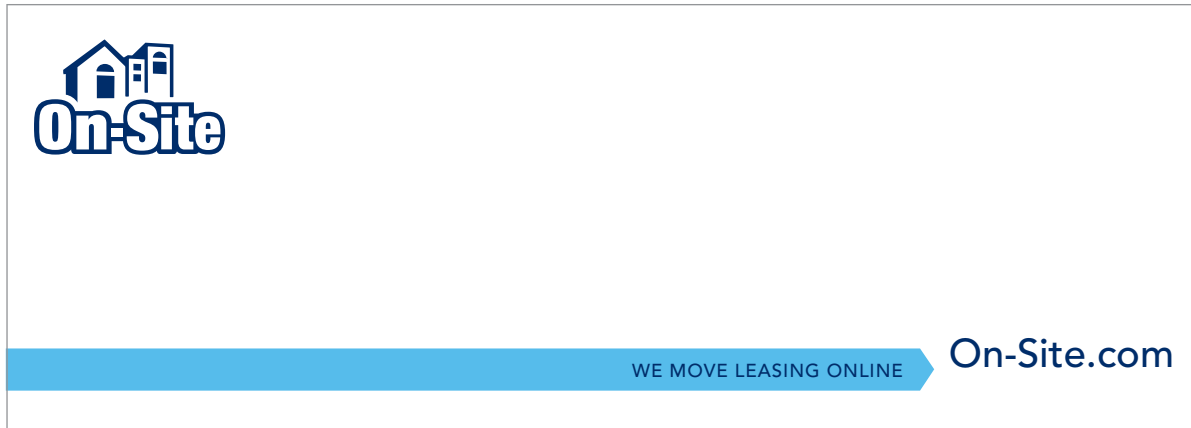
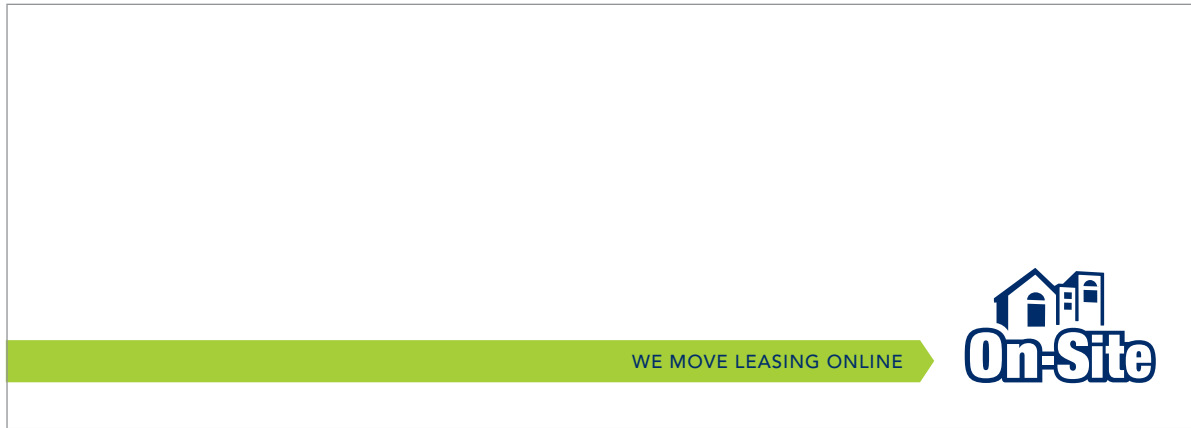
NO

DO NOT 'float' the logo and tagline within a layout. Always anchor the tagline arrow to an edge.

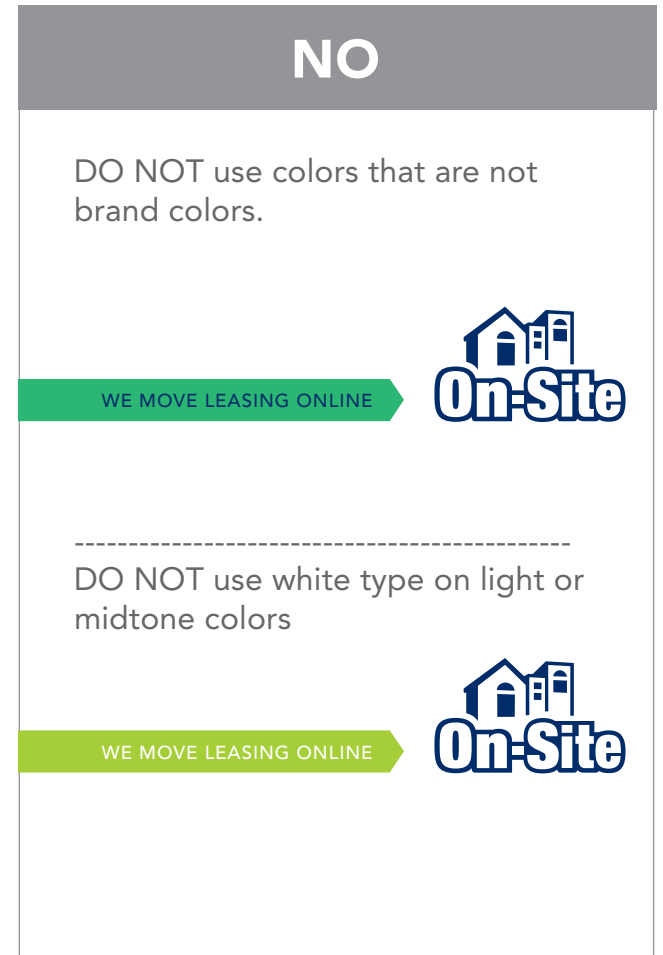


DO NOT point tagline arrow away from logo.





If using in a very simple layout, you can add a brand color (see brand colors page)



DO NOT use white type on light or midtone colors



PRINT USAGE

(for material which will be used exclusively as print,
but NOT including Microsoft documents)

WE MOVE LEASING ONLINE WE MOVE LEASING ONLINE WE MOVE LEASING ONLINE

Headlines/ Subheadlines: Avenir (usually used as caps)
Weights used: Roman, Medium, Heavy

Today's renters are **online 24/7** on laptops, iPads,
smart phones and more. Do business whenever and
wherever your prospects are available with On-Site's
online leasing solutions.

If you have a url, you can use this style:
www. url com or even this one
*www.urlin**color.com***, but remember, use brand colors!

Body copy: Avenir; Weights used: Regular:Roman,
Emphasis: Heavy, Special use: Roman Oblique

WEB USAGE

WE MOVE LEASING ONLINE

Headlines/ Subheadlines: Century Gothic CAPS

Today's renters are **online 24/7** on laptops, iPads,
smart phones and more. Do business whenever and
wherever your prospects are available with On-Site's
online leasing solutions.

If you have a url, you can use this style:
www. url com or even this one
*www.urlin**color.com***, but remember, use brand colors!

Body copy: Calibri; Weights used: Regular: Regular,
Emphasis: Bold, Special use: Italics

NO

DO NOT use different fonts, even if
they look similar!

WE MOVE LEASING ONLINE

DO NOT use colors that are NOT
brand colors for type

If you have a url, you can use this style:
www. url com or even this one
*www.urlin**color.com***, but remember, use
brand colors!

DESKTOP PUBLICATION USAGE

(if you are using a Microsoft application, please use these rules)

WE MOVE LEASING ONLINE

Headlines/ Subheadlines: Century Gothic CAPS

Today's renters are **online 24/7** on laptops, iPads, smart phones and more. Do business whenever and wherever your prospects are available with On-Site's online leasing solutions.

If you have a url, you can use this style:

www. url com or even this one

www.urlincolor.com, but remember, use brand colors!

Body copy: Calibri; Weights used: Regular: Regular, Emphasis: Bold, Special use: Italics

NO

DO NOT use print guidelines for desktop publication type



PMS: 2768 C	PMS: 2915 C	PMS: 173 C	PMS: 152 C	PMS: 130 C	PMS: 368 C	PMS: none
rgb: 0, 45, 106	rgb: 84,188,235	rgb: 232,109,31	rgb: 243,144,29	rgb: 253,185,19	rgb: 122,193,67	rgb: 3,70,148
cmyk: 100,78,0,44	cmyk: 59,7,0,0	cmyk: 0,69,100,4	cmyk: 0,51,100,1	cmyk: 0,30,100,0	cmyk: 57,0,100,0	cmyk: 100,80,0,10
hex: 002D6A	hex: 54BCEB	hex: E86D1F	hex: F3901D	hex: FDB913	hex: 7AC143	hex: 034694
Usage: logo color	Usage: secondary color	Usage: secondary color	Usage: secondary color	Usage: secondary color	Usage: secondary color	LIMITED USAGE: use as substitute blue in design ONLY when logo blue renders too dark (eg: links in email)


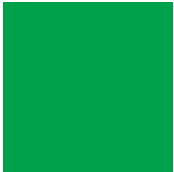

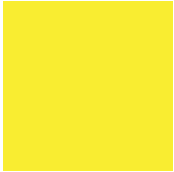


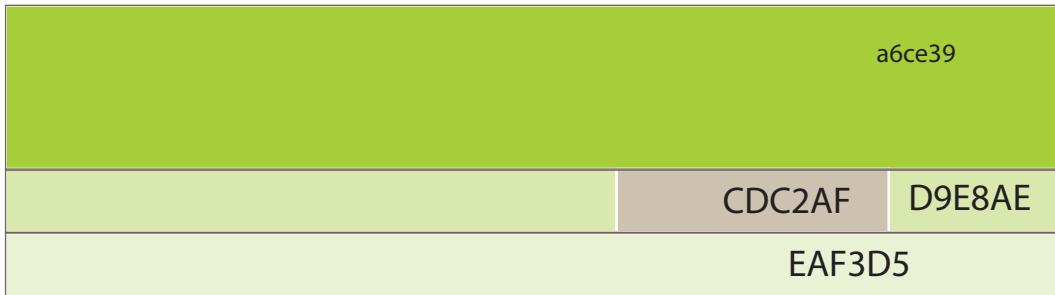
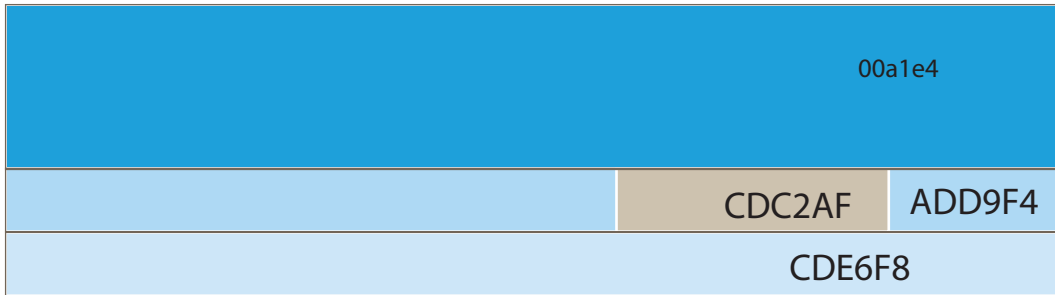
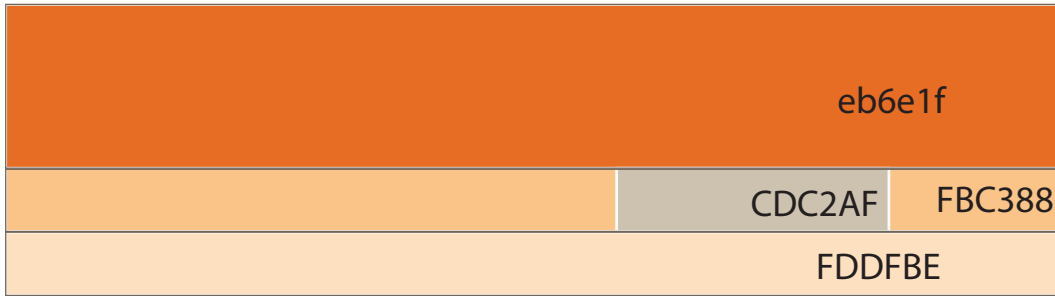
PMS: none	PMS: none	PMS: none	PMS: none	PMS: none	PMS: none	PMS: none
rgb: 166,206,57	rgb: 205,194,175	rgb: 99,100,102	rgb: 201,230, 179	rgb: 169,221,244	rgb: 253, 219,136	rgb: 248, 199,141
cmyk: 40,0,100,0	cmyk: 20,20,30,0	cmyk: 61,52,50,21	cmyk: 22,0,37,0	cmyk: 31, 1, 1, 0	cmyk: 1, 13, 55,0	cmyk: 2,23,49,0
hex: A6CE39	hex: CDC2AF	hex: 636566	hex: c9e6b3	hex: a9ddf4	hex: fddb88	hex: f8c78d
Usage: secondary color	Usage: secondary color when neutral shade required eg: spreadsheets	Usage: 75% black for type: used when possible instead of black type	LIMITED USAGE: tertiary color	LIMITED USAGE: tertiary color	LIMITED USAGE: tertiary color	LIMITED USAGE: tertiary color

Usage: Primary and Secondary colors are most identified with the brand. All colors marked 'limited usage' should be used sparingly.

NO

DO NOT use colors not included here.



Combining colors is tricky. One of the simplest ways to make it work is to stay within a color family: Use a brand color and tints (light tones) of the color and neutral shades to create a color palette. All colors listed as hex colors.



This version is often used as a bold graphic and leads the eye to important information within the layout.



This version often holds a headline and might use a gradient like the one below:



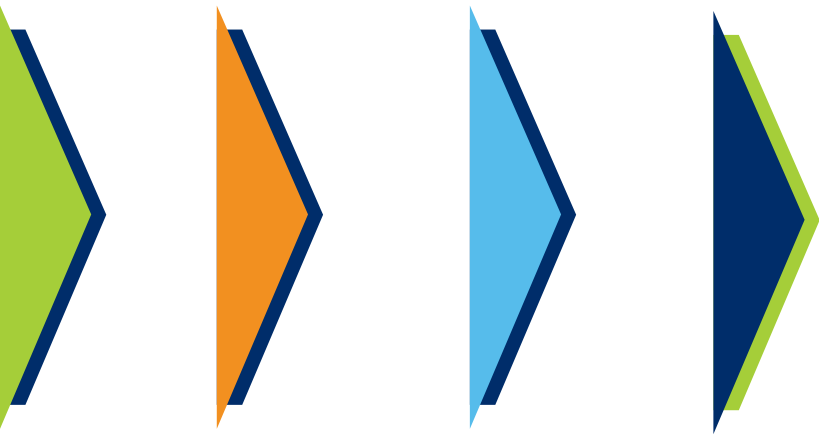
NO

DO NOT use non-brand colors for the arrow

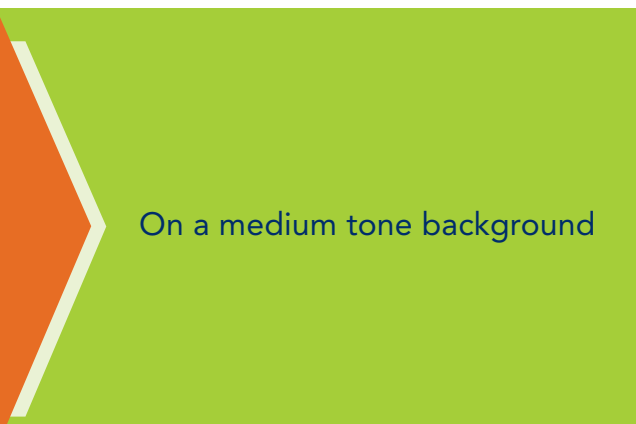
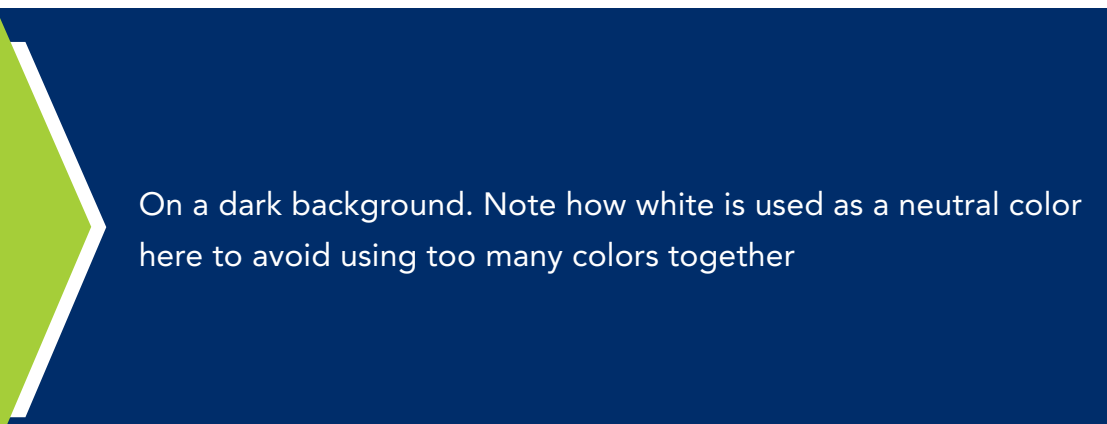


DO NOT invert colors on gradients. Gradients are always used with the light color on the top and the dark color on the bottom.





Some color combinations that work



NO

AVOID using these variations

AVOID using too many colors on dark/medium tone backgrounds

Need help?



All files can be downloaded from the On-Site Dropbox.

Sometimes it's tricky to pull it all together. But it's really important to keep every piece of communication, however small, 'on brand'.

If you have any questions or need any assets to help create your marketing pieces, please ask!

Contact Randy or Suhita

Randy: rjones@on-site.com

Suhita: suhita@gmail.com