Mini Style Guide
2022

Suffolk Open Studios Logo

Ideally this version of the logo with the rounded corners should be used, especially when used on a coloured background.

Alternatively use these versions where necessary.
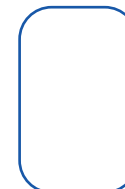

Colours

C = 95
Y= 72
M= 0
K= 0

C = 1
Y= 16
M= 92
K= 0

C = 0
Y= 71
M= 89
K= 0

C = 0
Y= 0
M= 0
K= 0

You can input these CMYK values into most softwares, including Microsoft Word to recreate the colours.

Fonts

Suffolk Open Studios
Open Sans Bold
Open Sans Medium
Open Sans Regular
Open Sans Italic
Open Sans Light

Suffolk Open Studios uses Open Sans. This is available to anyone with a google account, **HERE.**

Example

Bold is used here for the title and to highlight important information on a printed postcard. The rest of the text is regular.
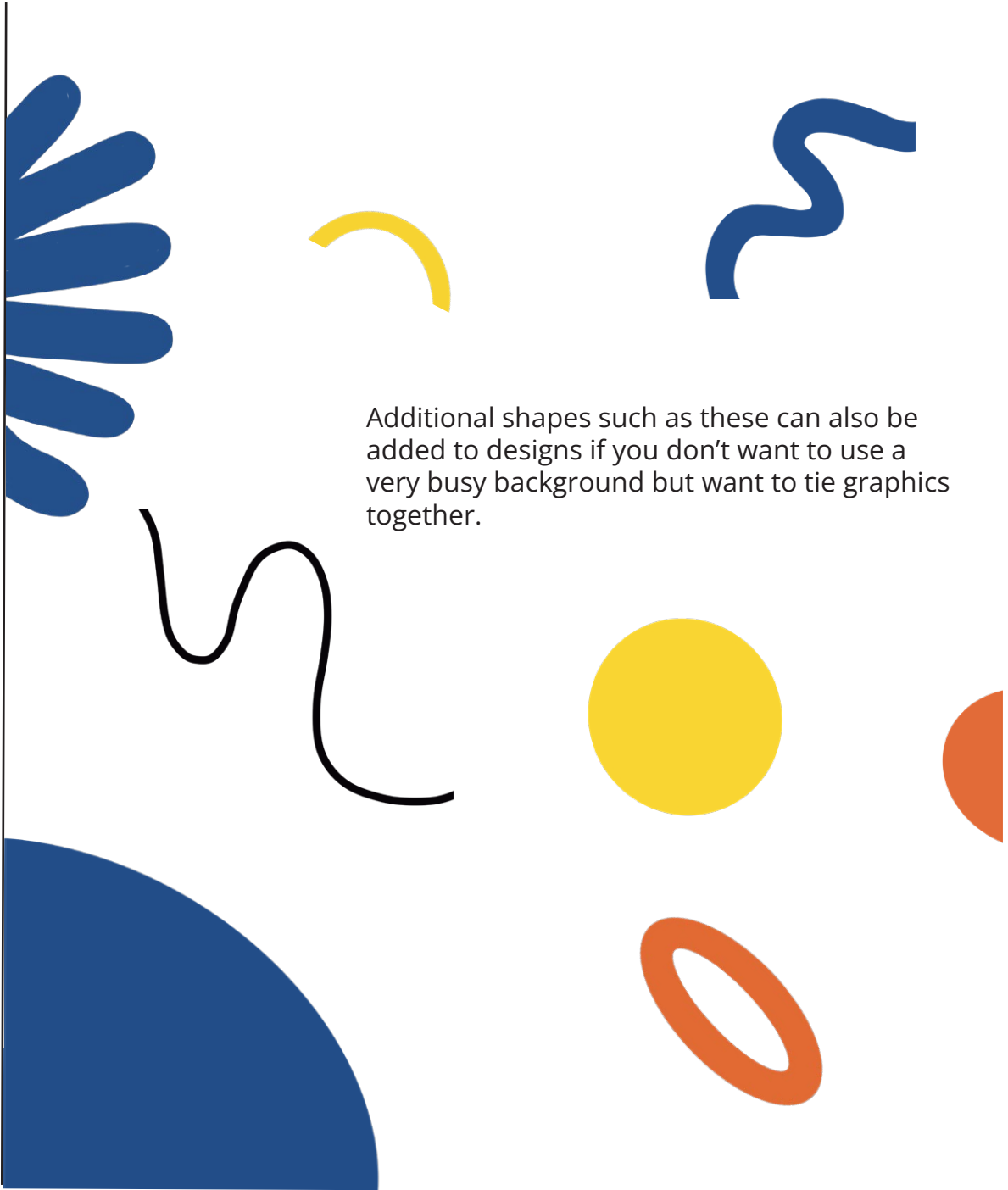
Extras

Suffolk Open Studios

90% with text underneath.

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80% with text underneath.

When designing assets rounded rectangles and squares can be used. Opacity can also be reduced to around 80-90%.

Additional shapes such as these can also be added to designs if you don't want to use a very busy background but want to tie graphics together.