The Candy Shop's Style Guide

Colour Palettte

Primary Colours

#FF91BC #B25479 #60B9CC

Secondary Colours

#FFF7AB #5DA3B2

Typography

Aa Heading Font / Adobe Caslon Pro

- Use For Logo Font
- Use For Headings in-store and in print
- Use for titles for advertisements

Aa Body Font / Century Goth

- Use For body text
- Font size varies based on use
- Font weight must remain regular or lighter
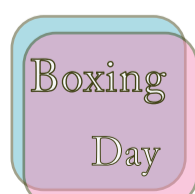
Logo Do's & Don'ts

Do's

Do Change Squares depending on theme, holidays, campaigns

Do change between black and white when creating day/night layouts

You can change text inside to promote deals and other significant titles

Don'ts

Do no make the opacity of the boxes more than 50 percent so they are always intersecting

Do not rotate the logo.

Always keep boxes in place. Do not move boxes away or closer to each other