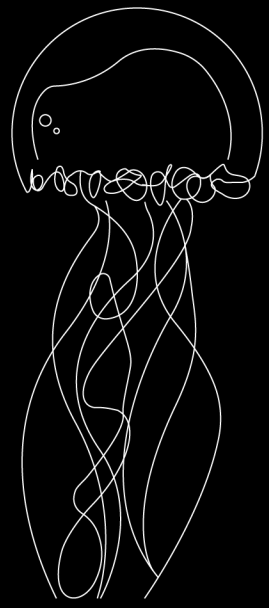


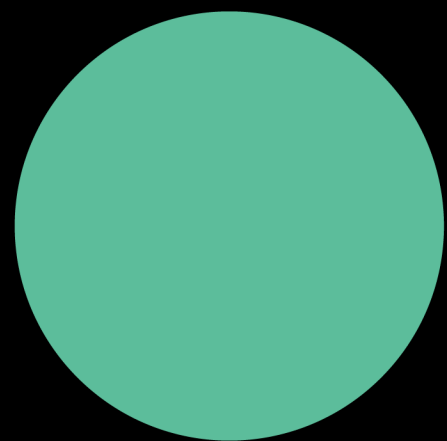
ATOLLA STUDIOS

Corporate Identity



ATOLLA STUDIOS

Silver Tree

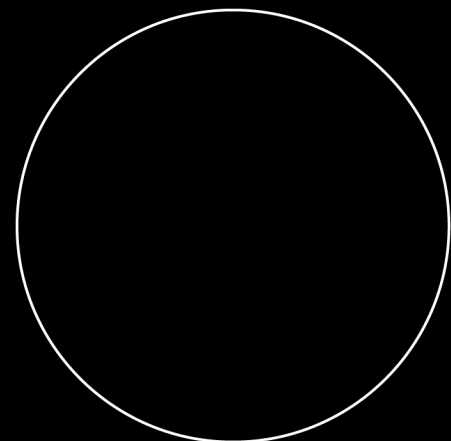


#5cbd9b

R:92 G:189 B:155

C:63 M:1 Y:50 K:0

Black



#000000

R:0 G:0 B:0

C:75 M:68 Y:67 K:90

Wood Smoke



#17171a

R:23 G:23 B:26

C:74 M:69 Y:63 K:78

Thunder

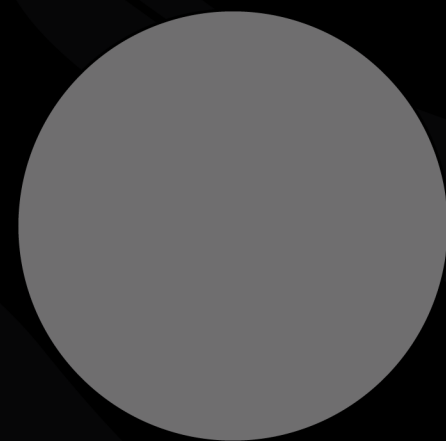


#252325

R:37 G:35 B:37

C:71 M:67 Y:63 K:71

Fedora

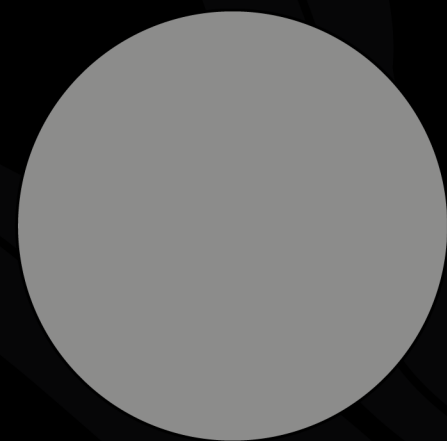


#6f6e6f

R:111 G:110 B:111

C:57 M:49 Y:48 K:15

Natural Grey

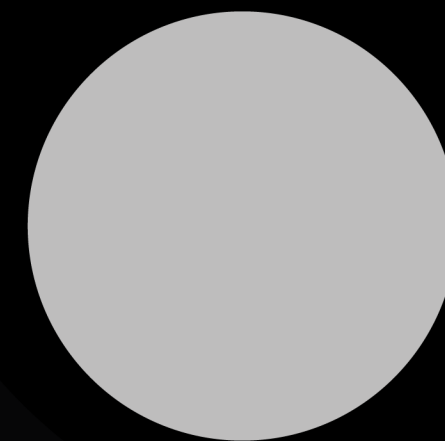


#8c8c8b

R:140 G:140 B:139

C:47 M:39 Y:40 K:4

Silver

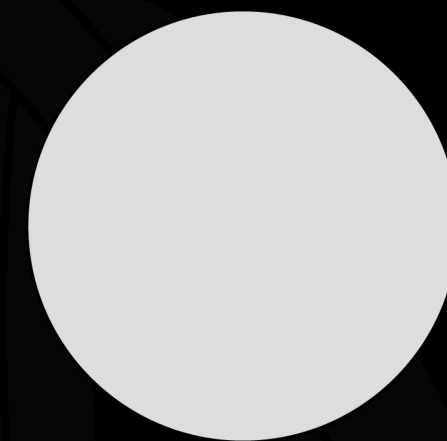


#bebdbd

R:190 G:189 B:189

C:26 M:21 Y:21 K:0

Alto

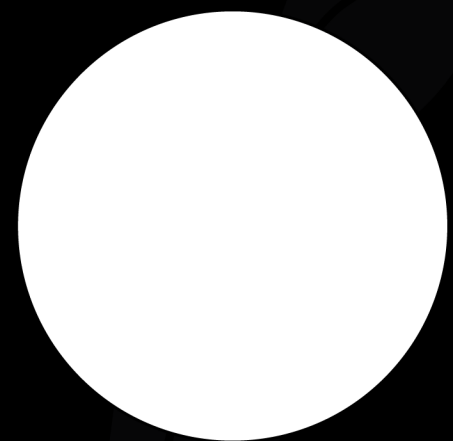


#dedcdc

R:220 G:220 B:220

C:12 M:10 Y:10 K:0

White

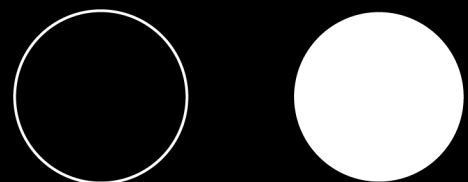


#ffffff

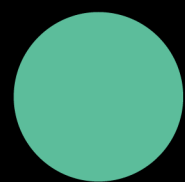
R:255 G:255 B:255

C:0 M:0 Y:0 K:0

Main Colours

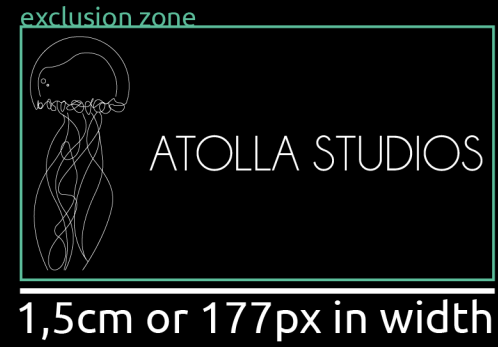


Accent



Colour Palette

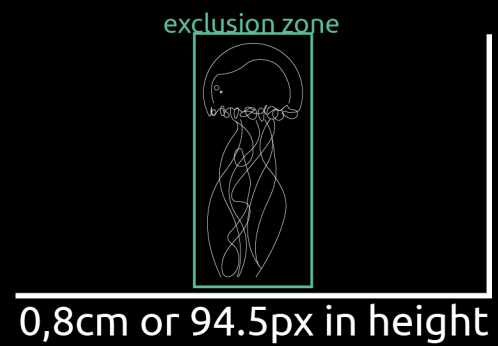
Exclusion zone should start at 18px and scale along with the logo's size.



Horizontal logo variation can be used on stationery, letterheads, apparel, stickers/branding, etc.



The vertical logo will be scaled down to the same width as the horizontal logo variation.



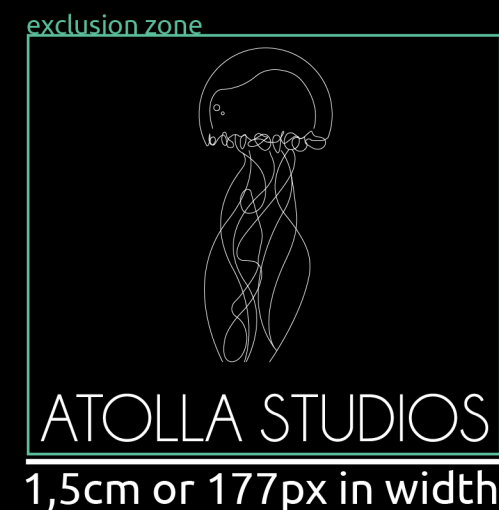
When scaling down just the Atolla Jellyfish artwork, scale by height.

Smallest digital:

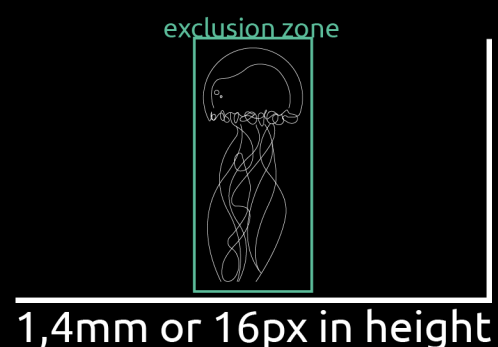
Exclusion zone should start at 18px and scale along with the logo's size.



This is the smallest size that can fit into headers, documents, etc.



The vertical logo will be scaled down to the same width as the horizontal logo variation.



Typically used for Favicons.

ATOLLA STUDIOS
CHAMPAGNE & LIMOUSINES

HEADINGS
UBUNTU BOLD

BODY TEXT
UBUNTU REGULAR

Logo Pt Size & Fonts

Below are all accepted usages/variations of the Atolla Studios' logo.

Indicated exclusion zones are highlighted in Silver Tree.

The "exclusion zone" is the empty, breathing area around the logo that measures 18px/ from the edge of the logo. There shouldn't be anything overlapping or crossing over within this zone.

