



Inside8[®] Style Guide

Logo



The Inside8[®] logo can appear with or without the name and **must** always include the registered symbol (®).



INSIDE8[®]

When appearing with the name, the *name* **must** be followed by the trademark symbol (®).

Group Logos



Individual group logos can appear with or without the name. Each logo must be the color of the group that it represents. The name must be followed by the registered trademark symbol (®)

Colors



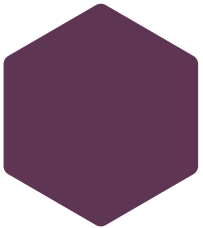
IDEATOR NAVY

RGB 39/51/84
CMYK 94/80/38/35
HEX #263354



ENTERPRISER ORANGE

RGB 239/119/69
CMYK 0/63/75/0
HEX #EE7844



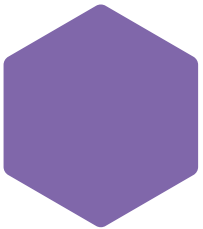
GUARDIAN PLUM

RGB 95/54/85
CMYK 62/81/37/35
HEX #5F3655



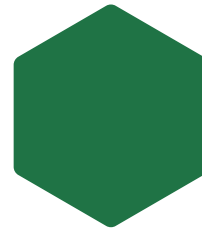
HOLISTIC TURQUOISE

RGB 60/180/180
CMYK 69/2/34/0
HEX #3DB4B4



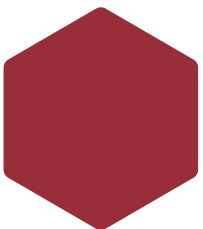
ORIGINATOR LILAC

RGB 128/102/170
CMYK 59/65/0/0
HEX #7F66A9



HARMONIZER GREEN

RGB 30/114/70
CMYK 85/30/84/18
HEX #1E7345



INDIVIDUALIST MAROON

RGB 151/47/56
CMYK 27/90/66/27
HEX #972E38



NOURISHER GOLD

RGB 247/166/6
CMYK 0/40/95/0
HEX #F6A509

Font

Brandon Grotesque is the primary typeface for Inside8™.

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Photography Style



Photography style **must appeal to millennials first**. Think hipster-style, candid, Instagram-friendly shots. **Unsplash.com** is a great resource for free photos in this style.