

the Oaks  
Boutique



**Brand Style Guidelines**

Prepared September 2016

By: *That's So Boss Design*  
Designer: Toni Haste

Logo



# Logo Variations

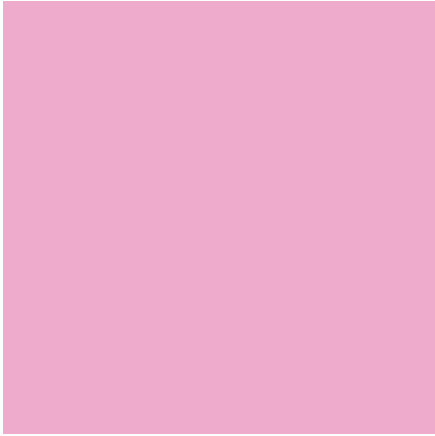


The Oaks Boutique B&W Logo on Black



The Oaks Boutique B&W Logo on White

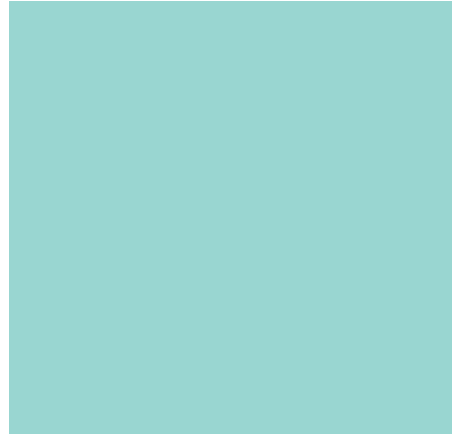
# Brand Colors



**Conch Shell Pink**

**CMYK:** 2.75%, 40%, 0.39%, 0%

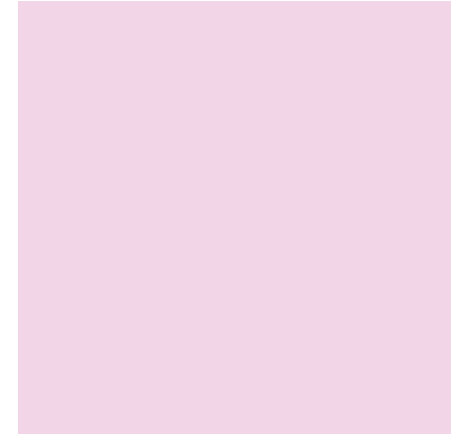
**RGB:** 238, 171, 203



**Sea Foam**

**CMYK:** 2.75%, 40%, 0.39%, 0%

**RGB:** 238, 171, 203



**Bahamas Sand Pink**

**CMYK:** 3%, 19%, 0%, 0%

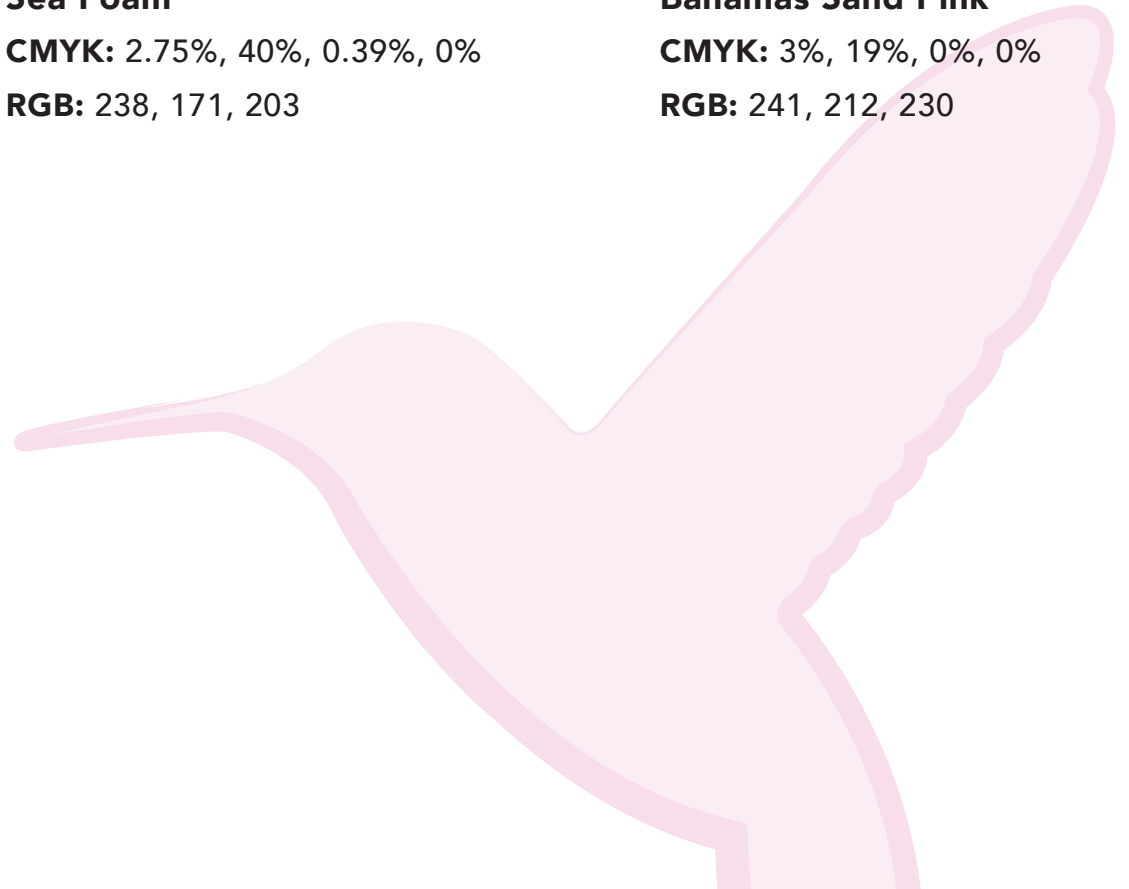
**RGB:** 241, 212, 230



**The Oaks Boutique Sunset**

**Gradient:** Linear, Angle: -90%,

**Colors:** Conch Sell Pink & Sea Foam



# Typeface - Adorn & Pomander

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Aa Bb Cc Dd Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx

Yy Zz 1 2 3 4 5 6

7 8 9 0 \$ @ \* ?

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# *Contacts*

## **The Oaks Boutique Owner/Operator**

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## **Logo & Brand Identity Designer**

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