BAYSIDE CLOSETS

STYLE GUIDE

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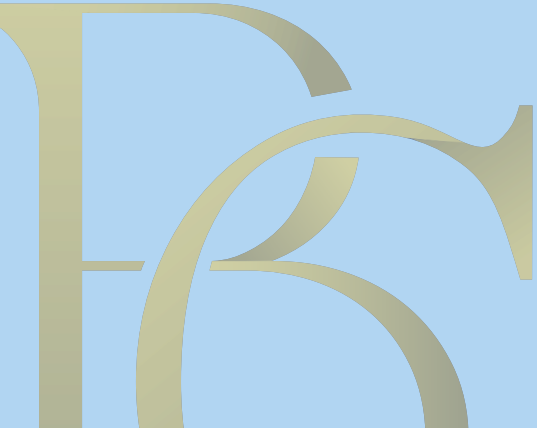

01

BRAND

Based in beautiful Tampa, Florida, Bayside Closets is a premier closet organization and design services company.

We specialize in custom closet organization systems, designed for inspired living, and custom built just for you.

Collaborate with experienced designers to see your closet before you buy and let us take your closet from mess to masterpiece!

LOGO

LOGOTYPE
VARIATIONS

BAYSIDE CLOSETS

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LOGOTYPE
VARIATIONS

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LOGOTYPE
VARIATIONS

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BAYSIDE CLOSETS

Distance between logo
and logotype should always be 70 px.

BAYSIDE CLOSETS

Distance between logotype
and motto should always be 60 px.

Custom Closets At Affordable Prices

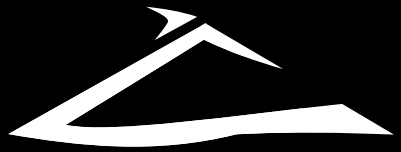
BAYSIDE CLOSETS

Custom Closets At Affordable Prices

Motto should always be used
with 90% - 75% opacity, for
showing secondary importance
when presented with Logotype.

ICON
VARIATIONS

ICON
VARIATIONS



SAFETY ZONE

There shouldn't be any similar colors around the logo that may overlap.

Safety zone should always be thickness of the logo as it is presented below.

DO NOT

Change the color or gradient colors.
Outline the logo.
Change proportions.
Stretch or rotate.
Drop Shadow.

Examples below show how logo should never be used.

03

TYPOGRAPHY

TYPOGRAPHY

Bayside Closets has one main font Montserrat which is used across whole brand, Web, Products, Socials, Marketing.

Heading & Block Quotes
For heading use regular thickness and above.
Tracking 70pts.
Line Height 1x

Body & Numeral
For body and numbers use only light thickness. Tracking 90pts.
Line Height 1x

Monserrat

LIGHT REGULAR MEDIUM SEMIBOLD BOLD BLACK

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

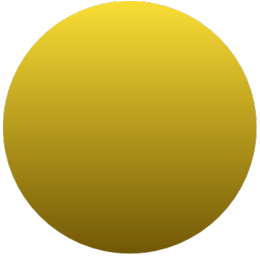
BAYSIDE CLOSETS

Bayside Closets logotype is a Medio Roman font.

COLORS

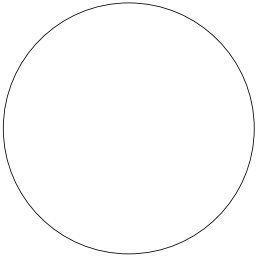
COLORS

Bayside Closets uses gentle, yet lively colors that stand for luxurious and professionalism.
Colors should always be applied with respect to other colors to achieve harmonious results.



Golden

Gradient of two colors
Colors: Yellow Sun
Caves Heart
Midpoint: 50%
Opacity: 100%
Scale X: 100%
Scale y: 100%
Angle: 90°

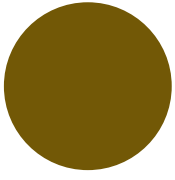


FRESH SNOW

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

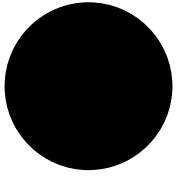
Columbia Blue

HEX #C7E1F6
RGB 199, 225, 246
CMYK 19, 4, 0, 0



CAVES HEART

HEX #725806
RGB 114, 88, 6
CMYK 45, 56, 100, 32

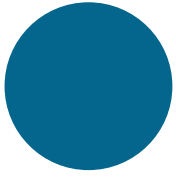


MIDNIGHT

HEX #000000
RGB 0, 0, 0
CMYK 72, 68, 67, 88

YELLOW SUN

HEX #FADE35
RGB 250, 222, 53
CMYK 3, 8, 91, 0



LAPIS LAZULI

HEX #05668D
RGB 5, 102, 141
CMYK 91, 56, 27, 6