

Brand Quick Guide

Style Guide: orchestrasoftware.atlassian.net/wiki/display/BRAND/Style+Guide

Templates: Z:\SharedResources\Marketing Assets

Internal/Vendors



Use for:

- Internal communication
- Local events & organizations
- Vendor communication
- Billing

Primary



#9E1C31
(158, 28, 49)

Secondary



#808285
(128,130,133)



#FFFFFF
(255, 255, 255)



#231F20
(35, 31, 32)

Customer facing



Use for:

- Customer-facing communication
- Services & projects
- Other beverage prospect communication

Primary



#AC5B29
(172, 92, 56)

Secondary



#808285
(128,130,133)



#254F6E
(37,79,110)



#FFFFFF
(255, 255, 255)

Headers

Typeface: Roboto Slab Bold

Use: Headers & Titles

Size: 20pt

Color: #231f20

Subtitles

Typeface: Open Sans Regular

Use: Subtitles

Size: 16pt

Color: #231f20

Paragraphs

Typeface: Open Sans Regular

Use: paragraph text

Size: 10pt

Color: #231f20

Questions:

Slack: #ask_marketing | email: marketing@orchestrasoftware.com