

Square 9 Mini Style Guide

The Logo

The Square 9 logo has two components - the designator and the logotype. The designator must be used as part of the logo in all communications. Our logo is designed to visually and symbolically express our brand. It aims to demonstrate what we stand for, our tag line, our promise, positioning statement and most significantly our connection with customers. Therefore, altering our logo can weaken our brand.

Logo Variation

The logo can only be displayed in Square 9 orange and navy, orange and white, and white.



Typography

Primary Typeface

The primary typeface for copy and communications is Century Gothic.

Font	Weight	Character Set
Century Gothic	Regular Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ 0 1 2 3 4 5 6 7 8 9 abcdefghijklmnopqrstuvwxyz

Display Typeface

The display typeface for marketing, heading, and graphics purposes are below:

BEBAS NEUE PRO BOLD
BEBAS NEUE PRO THIN

Montserrat Thin
Montserrat Bold

Montserrat Regular
Montserrat Black

Brand Color Palette

The primary colors are navy and orange. These are the main colors that are core to Square 9's brand and identify the company logo. In addition to the navy and orange, Square 9 utilizes a range of blues that should be used as a complement to the main brand colors in design elements.

Orange	Navy	Blue 4	Blue 3	Blue 2	Blue 1
HEX E87722 RGB 232 119 34 CMYK 5 65 100 0	HEX 13294B RGB 17 14 75 CMYK 100 86 42 41	HEX 1E4078 RGB 28 65 120 CMYK 100 84 25 11	HEX 4A7ED2 RGB 81 124 190 CMYK 72 48 0 0	HEX 7EA3DE RGB 127 161 121 CMYK 50 29 0 0	HEX 98B5E4 RGB 155 181 223 CMYK 38 21 0 0