



Adsit Media - Lexi Adsit

ADSIT MEDIA STYLE GUIDE

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STYLE GUIDE — Fonts

PRICEDOWN

With sample letter combinations

**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**

abcdefghijklmnopqrstuvwxyz

**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



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STYLE GUIDE — Logos

COLOR

Web, print

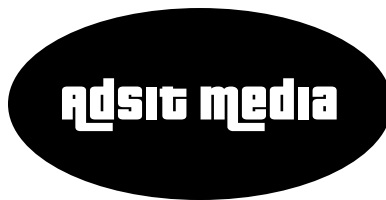
AI, PDF, JPG, PNG



BLACK

Web, print

AI, PDF, JPG, PNG





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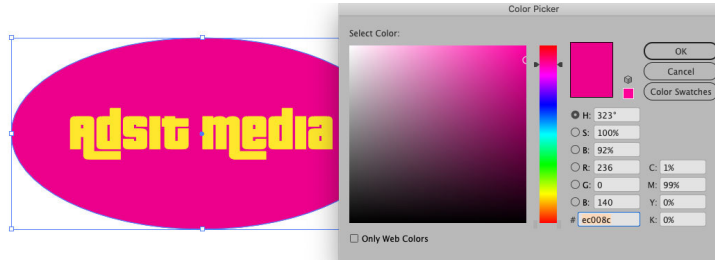
STYLE GUIDE — Colors

MAGENTA

R=236 G=0 B=140

Hex #ec008c

C=1 M=99 Y=0 K=0

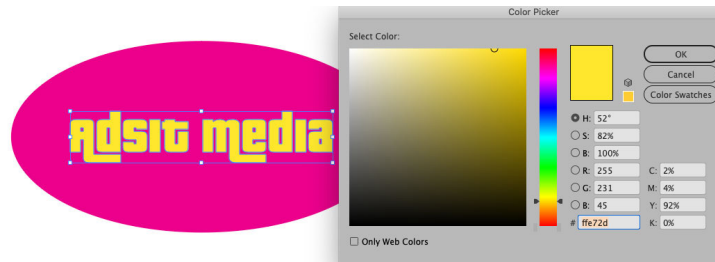


YELLOW

R=255 G=231 B=45

Hex #ffe72d

C=2 M=4 Y=92 K=0

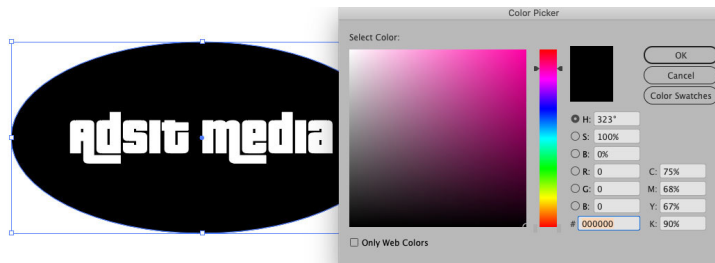


WEB BLACK

R=0 G=0 B=0

Hex #000000

C=75 M=68 Y=67 K=90

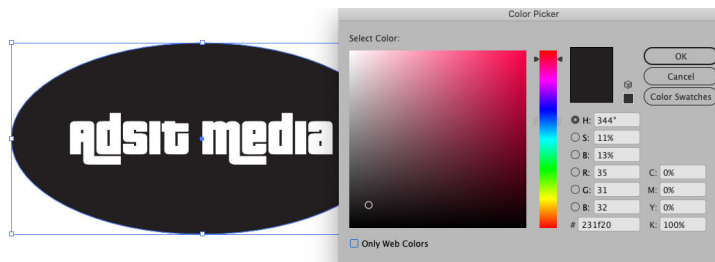


PRINT BLACK

R=35 G=31 B=32

Hex #231f20

C=0 M=0 Y=0 K=100





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STYLE GUIDE — Clear Space

Clear space on all four sides of the logo should be a minimum of the distance from the baseline of the "M" in "Media" to the edge of the oval.

