



24K Creative

2016 Graphic Style Guide



24KCREATIVE
A DIVISION OF GOLD GROUP

Color Guide



24K ORANGE

#F47721

RGB: 244, 11, 31

CMYK: 0, 66, 100, 0



DARK GREY

#616365

RGB: 97, 99, 101

CMYK: 62, 52, 50, 21



LIGHT GREY

#A2A2A4

RGB: 162, 162, 164

CMYK: 39, 32, 31, 0



Secondary Brand Colors



YELLOW
#F5B61C
RGB: 245, 182, 28
CMYK: 3, 30, 100, 0



GOLDEN
#F5A81F
RGB: 245, 168, 31
CMYK: 2, 28, 99, 0



LIGHT ORANGE
#F6861F
RGB: 246, 134, 31
CMYK: 0, 58, 100, 0



DARK ORANGE
#F26723
RGB: 242, 103, 35
CMYK: 0, 74, 98, 0



REDISH ORANGE
#F15825
RGB: 241, 88, 37
CMYK: 0, 86, 96, 0



The 24K Creative Logo



The 24K Creative logo can be used in either the vertical or horizontal forms shown here. Never alter the logo (color, proportion, etc.) without our consent. Do not display these graphics in a way that implies a relationship, affiliation, or endorsement by 24K Creative of your product, service, or business unless granted permission.





The 24K Creative Logo logo should be used in its original color form whenever possible, appearing best on a white or light colored solid background. If only one color is available or the background does not lend itself to the 2- color rendition, a one-color version can be used, but only in white or a 24K Creative approved color.





When reproducing the 24K Creative Logo on a colored or patterned background, it must be reversed out in white. The logo should only be used in this form on a solid background, preferably a 24K Creative approved color.



Fonts & Typography

Arial
 ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
 1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Open Sans
 ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
 1234567890

Open Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Lato
 ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
 1234567890

Lato Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Complementary Typefaces

The typeface that visually complements the 24K Creative identity is Arial. Arial is to be used as the display typeface on all pieces representing 24K Creative (i.e. posters, advertisements, etc.).

Open Sans and Lato may both be used for body copy on company documents.

Boiler Plate

About 24K Creative

[24K Creative](#) is an ever-evolving whirling dervish of innovation and ideas. Experts in digital to human motivation and persuasion, we bring intimacy to technology by leveraging our behavioral expertise to create in-the-moment experiences that stimulate emotional triggers that engender higher response, reciprocity and completed actions.



Contact Information

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