



# Style Guide

A manual for using company brand assets.

# Logo

The primary logo can be used in either full color or monochrome format. It can be used with either a solid color or transparent background. Full color use is always recommended unless somehow prevented by technical limitation (e.g. lack of ink color options).

## 1. Full



## 2. Minimal



## 3. Wordmark



## Inverse Colors



# Alternate Formats

## Small Spaces

**CINQUE TORRI**  
OUTFITTERS

**CINQUE TORRI**  
OUTFITTERS

## Monochrome



**CINQUE TORRI**  
OUTFITTERS



**CINQUE TORRI**  
OUTFITTERS

# Colors

The following colors should be used when creating materials for either screens or print.  
Used consistently, they will be another way to identify your brand.



## Orange

Pantone: 1355C

RGB: F7941D

CMYK: 0 49 99 0

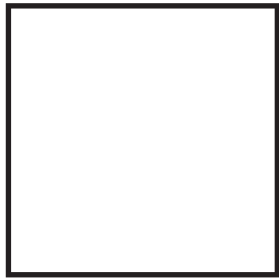


## Dark Slate

Pantone: 7546C

RGB: 2E393A

CMYK: 76 60 61 53

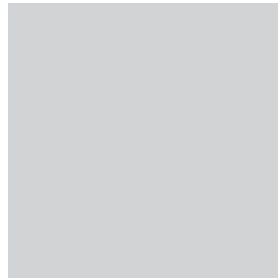


## White

Pantone: N/A

RGB: FFFFFFFF

CMYK: 0 0 0 0



## Silver

Pantone: Cool Grey 2C

RGB: D1D3D4

CMYK: 17 12 12 0

# Header Font

This font is recommended for headlines & emphasized lettering.

## Merriweather<sup>1</sup>

A B C D E F G H I J K L M

O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

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

<sup>1</sup>This font family also includes multiple weight variations that can be used for text emphasis.

This font is open-source and can be found at the following URL:

<https://fonts.google.com/specimen/Merriweather>

# Text Font

This font is recommended for copy and longer sections of text.

## Raleway<sup>1</sup>

A B C D E F G H I J K L M

O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

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

<sup>1</sup>This font family also includes multiple weight variations that can be used for text emphasis.

This font is open-source and can be found at the following URL:

<https://fonts.google.com/specimen/Raleway>

# Proper Logo Usage



**Do not** stretch, shear or warp the logo beyond its original proportions.



**Do not** use unapproved colors.



**Do not** add elements to the logo such as outlines or other images.



**Do** leave proper spacing on each side.  
**Do** ensure the logo is always fully visible and legible.

# Contact Information

FROM THE  
CREATIVE TEAM  
AT



For any questions, please contact the Creative Team who helped bring this brand to life.

**Brad Colacino**

Partner & Co-Founder  
brad@fivetowers.us

**Kelsey Sherman**

Creative Director  
kelsey@fivetowers.us

**Five Towers Media**

2254 NY Route 50  
Saratoga Springs, NY  
fivetowers.us  
info@fivetowers.us