



BRAND STYLE GUIDE



INTRO

ABOUT MORNING STAR STUDIO

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COLOR PALETTE

#21495B

#3E7591

#AED6C3

#CDCBE3

#FAFAF8

TYPOGRAPHY

Avenir

Aa

Light
Regular
Medium
Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
!@#\$%^&*()

CINZEL

AA

REGULAR
BOLD

AA BB CC DD EE FF GG HH II JJ KK
LL MM NN OO PP QQ RR SS TT UU
VV WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0
!@#\$%^&*()

TYPOGRAPHY USAGE

CINZEL BOLD

JUMBO HEADLINE

Cinzel

MAIN HEADLINE

Cinzel

SUBHEADING

Avenir

Body Copy Large

Avenir

Body Copy Small



PRIMARY LOGO WORDMARK



MORNING STAR STUDIO

MORNING ST★R STUDIO

PRIMARY LOGOMARK



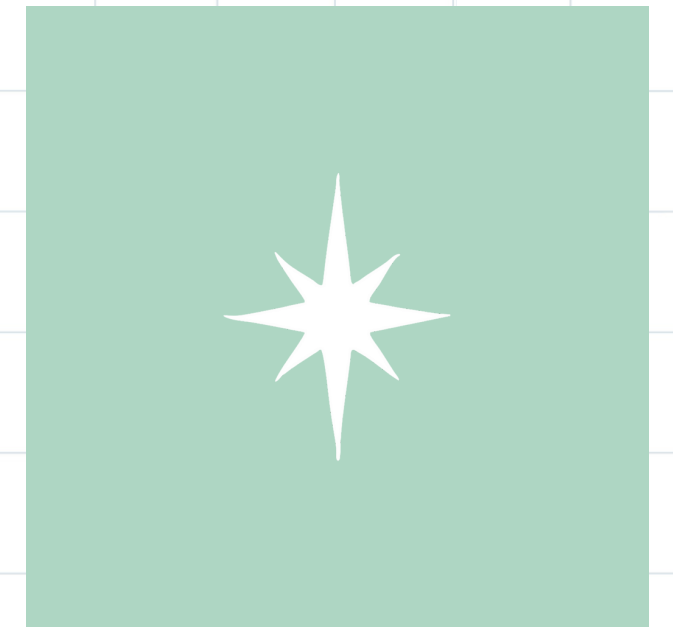
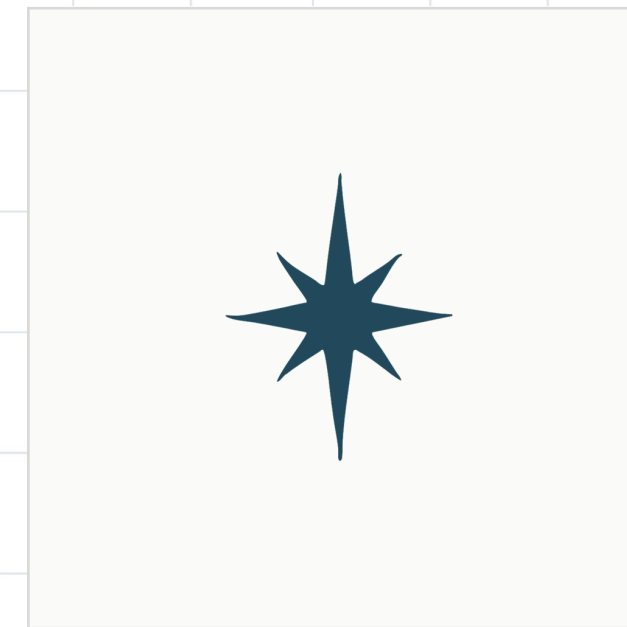
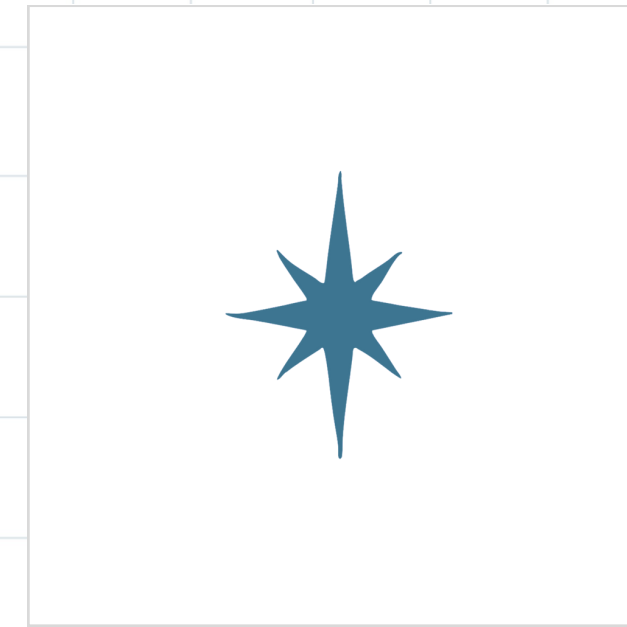
PRIMARY LOGO BACKGROUNDS



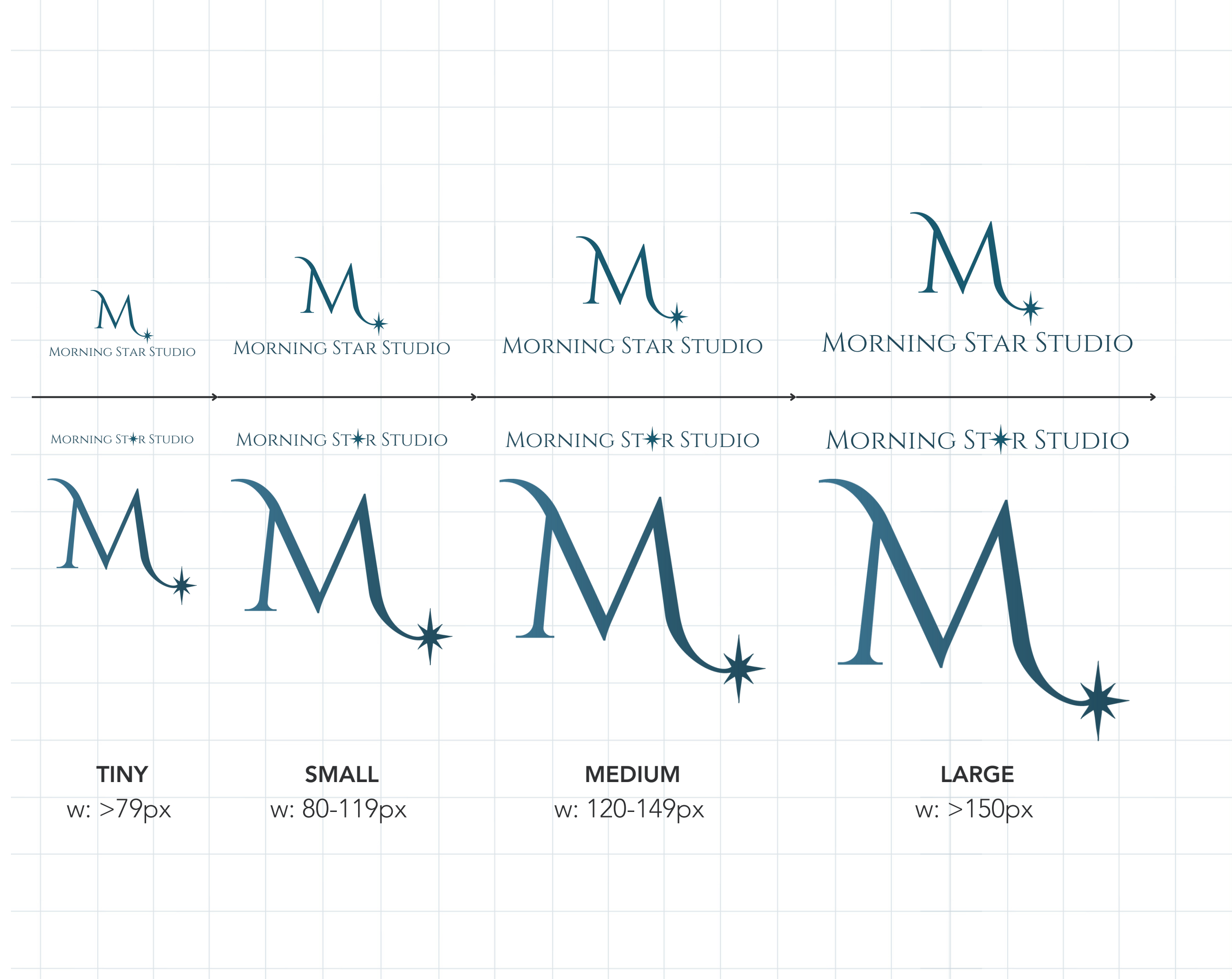
SECONDARY LOGOMARK



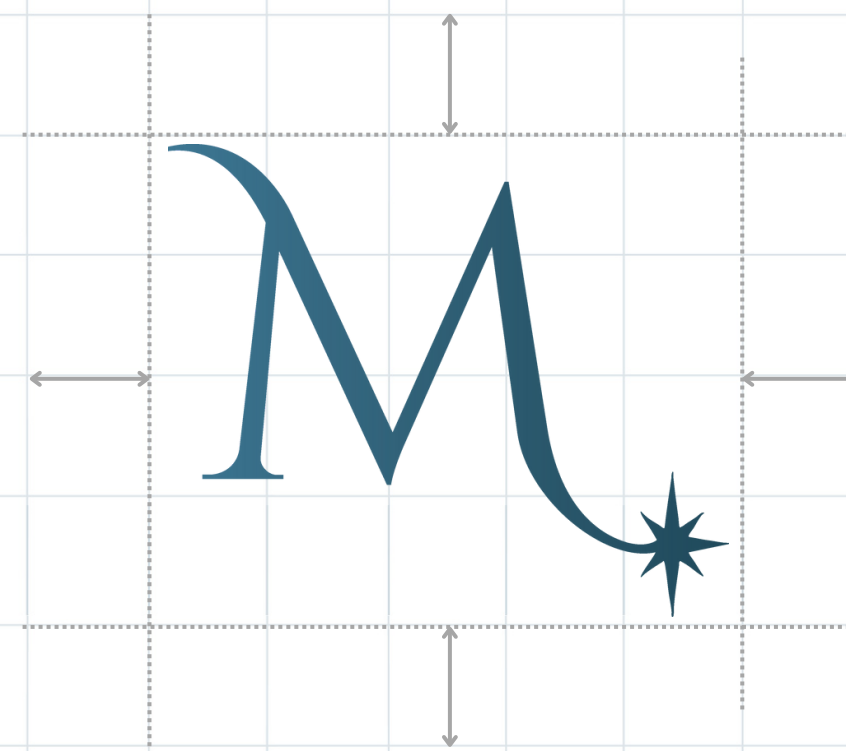
SECONDARY LOGO BACKGROUNDS



OPTIMIZED VERSIONS



LOGO SIZING



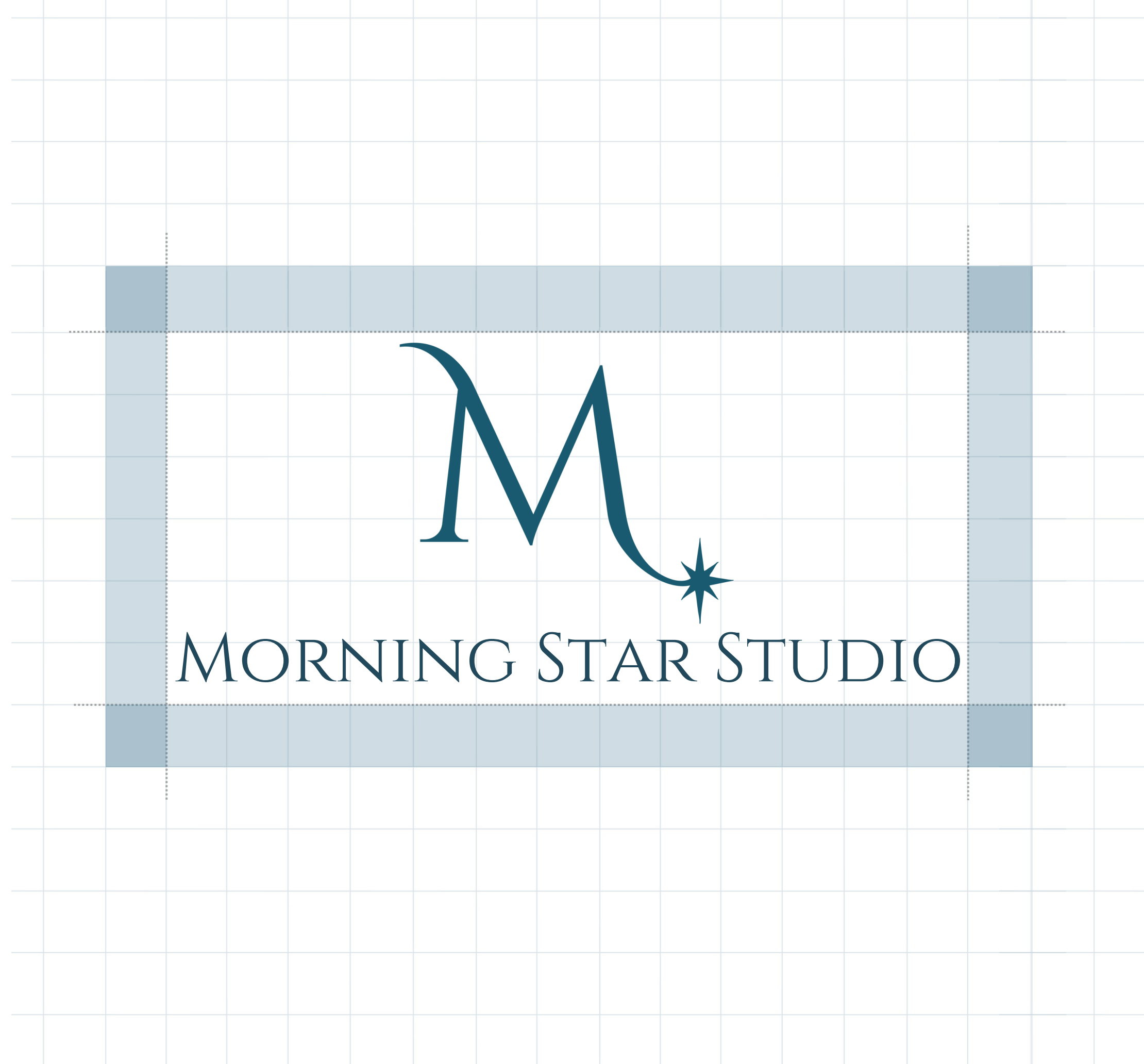
M logo



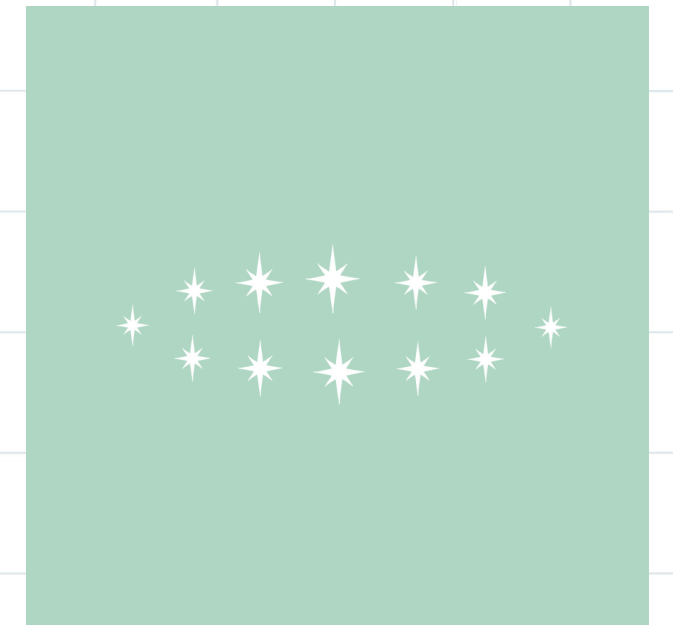
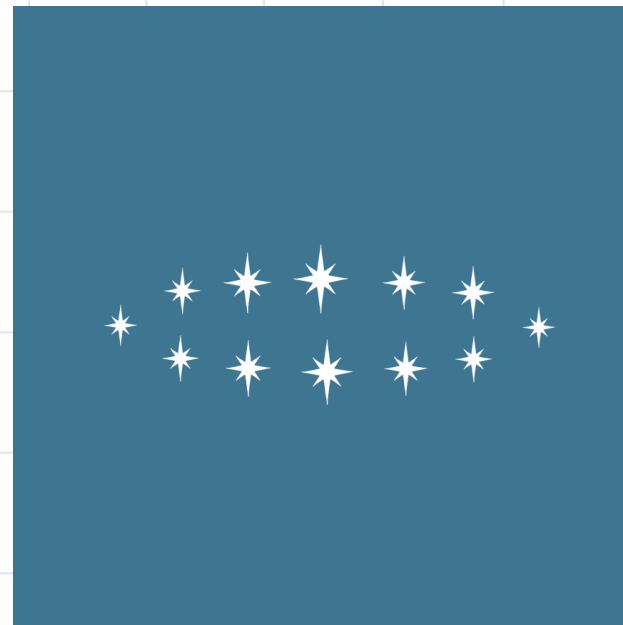
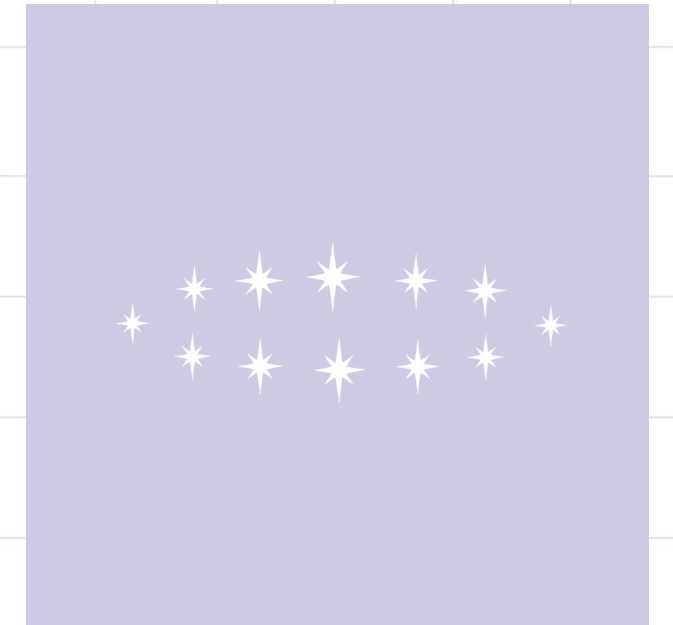
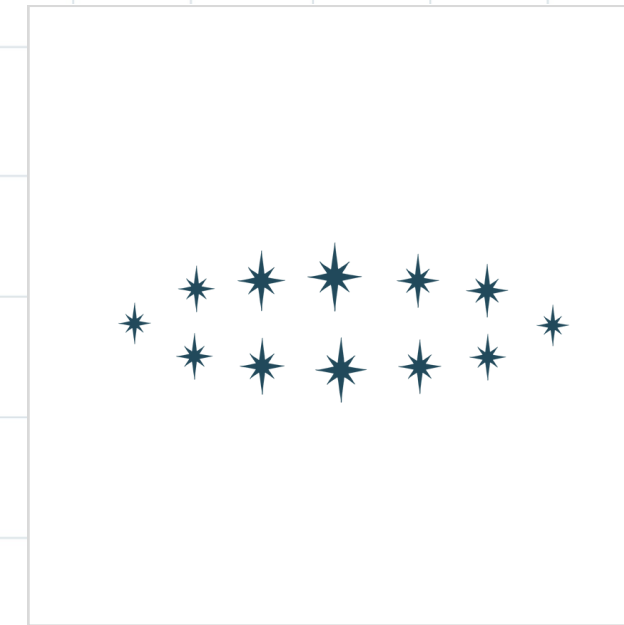
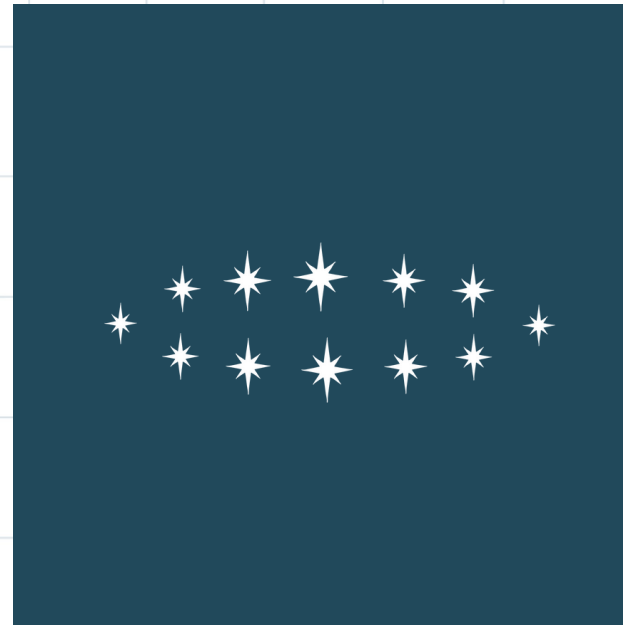
Morning Star Studio logo

*Specify a minimum distance from the edge of the logo to the next visual element.
Minimum size of the logos must be 0.5 inches in width.*

CLEAR SPACE



ICONOGRAPHY



CONTACT INFORMATION



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