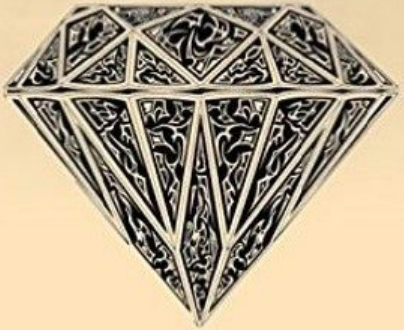




BRAND GUIDELINES

Inspiration

The Diamond
as big as the
Ritz





YOU'RE INVITED TO
The ^{CAA} FRIDAY NIGHT PARTY
FEBRUARY 22ND 2013
Greystone Mansion
BEVERLY HILLS



Icon

X+Key Option



Logotype

XELDA

Icon & Logotype

X+Key Option



XELDA

Colors

DEEP ONYX

#2E2E2B

RGB 46, 46, 43

CMYK 70, 63, 65, 64

PANTONE BLACK 7 C

GOLD YELLOW

#D69A2D

RGB 214, 154, 45

CMYK 16, 41, 98, 0

PANTONE 7563 C

NAVY BLUE

#002E5D

RGB 0, 46, 93

CMYK 100, 87, 36, 29

PANTONE 648 C

COOL SKY

#B3CADC

RGB 179, 202, 220

CMYK 29, 12, 7, 0

PANTONE 277 C

ROUGE

#AB2025

RGB 171, 32, 37

CMYK 22, 100, 97, 15

PANTONE 7621 C

GOLD

PANTONE Metallic 8580 C

BLUSH

#E1BBB4

RGB 225, 187, 180

CMYK 10, 28, 23, 0

PANTONE 7605 C

LIGHT BEIGE

#E8E0DC

RGB 232, 224, 220

CMYK 8, 10, 10, 0

PANTONE 7604 C

Typography

Primary Font

Athena

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,!{}\$#&@”

Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,!{}\$#&@”

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,!{}\$#&@”

Decorative

Athena Inline Italic

Pairing Font

Caslon

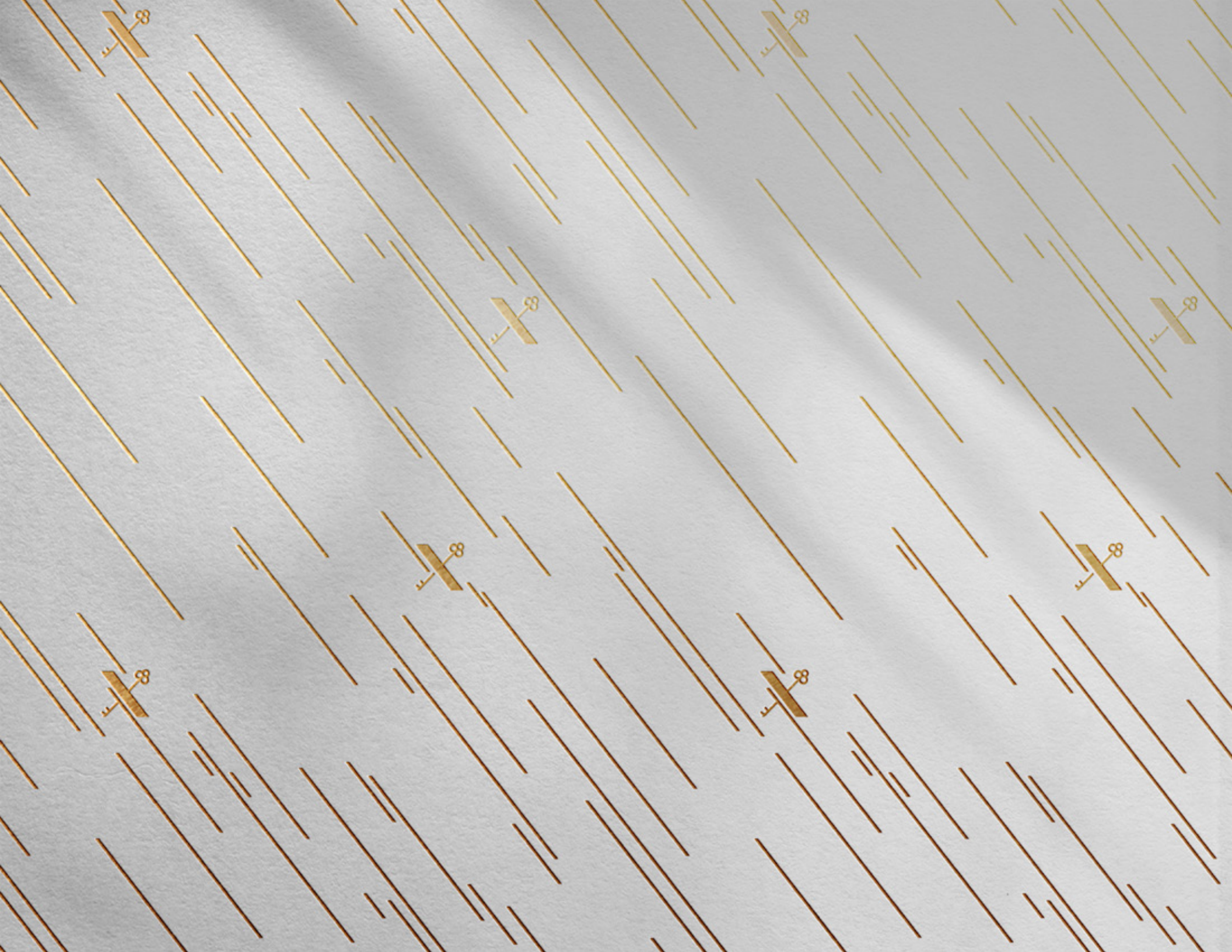
540 LT Std ABv890.,!{}\$#&@”
Roman

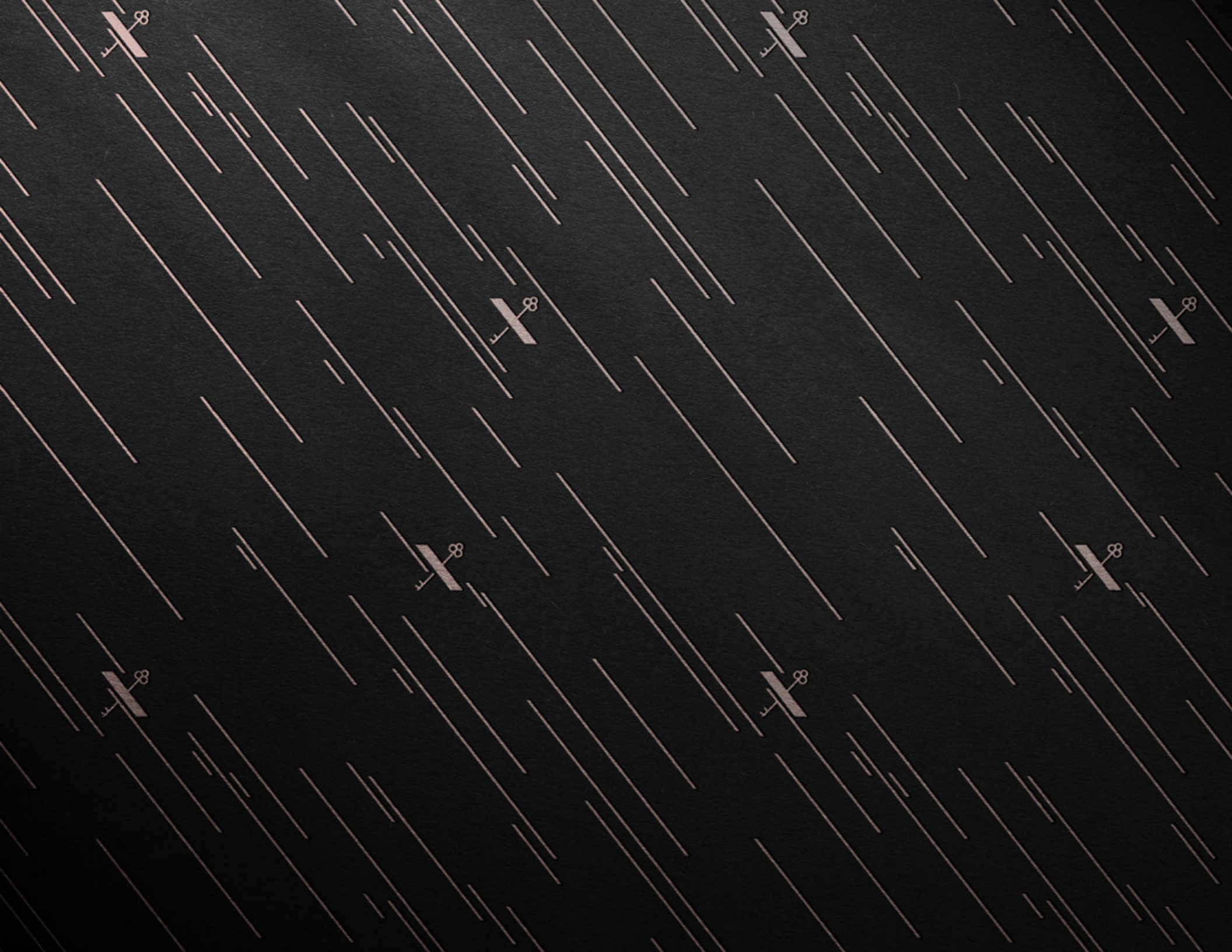
540 LT Std ABCDEFGHIJKLMNOPQRSTUVWXYZ
Italic 1234567890.,!{}\$#&@”

3 LT Std ABCDEFGHIJKLMNOPQRSTUVWXYZ
Roman 1234567890.,!{}\$#&@”

3 LT Std ABCDEFGHIJKLMNOPQRSTUVWXYZ
Roman 1234567890.,!{}\$#&@”

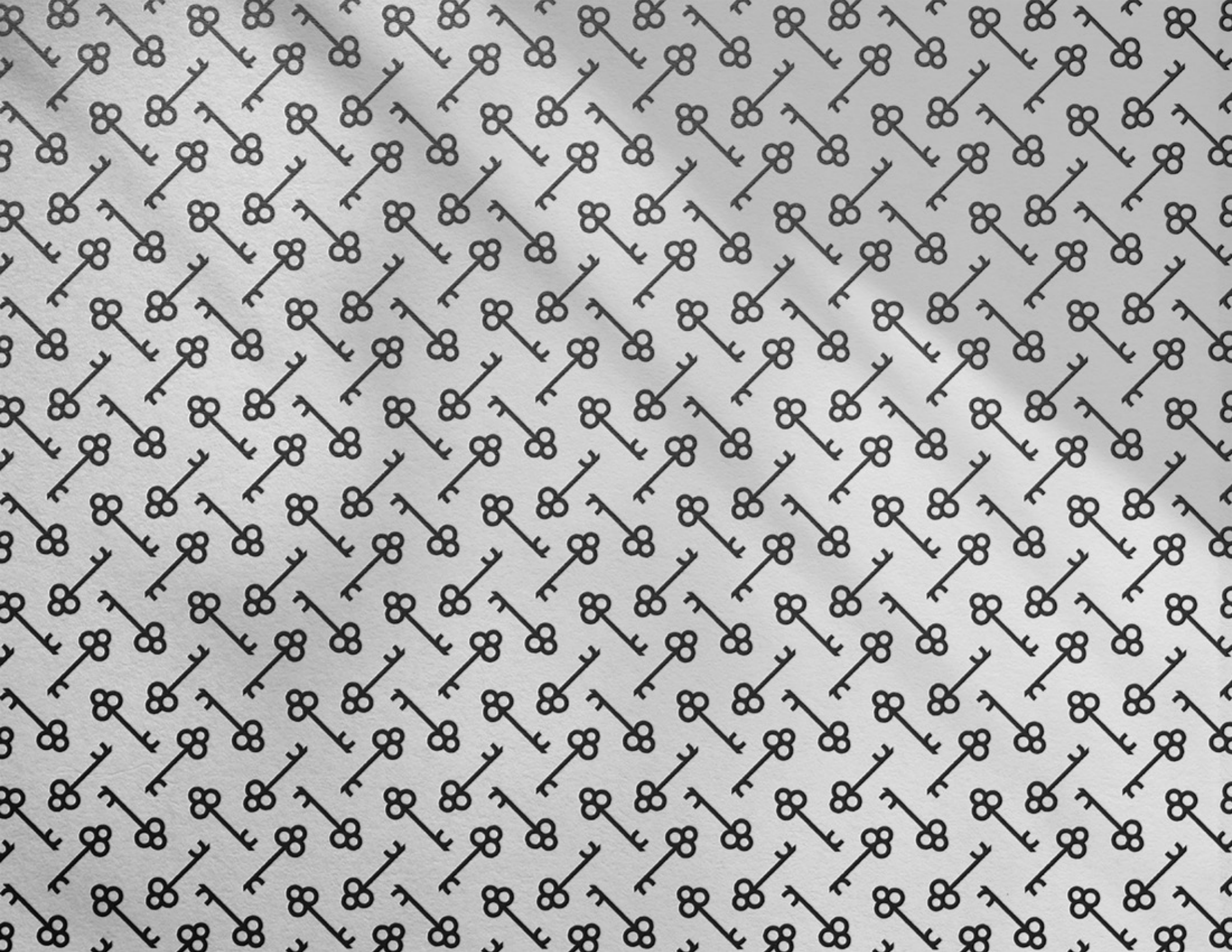
Patterns













Brand in Action

Onyx Metallic Texture



Blue Metallic Texture







XETIDA

HOME 2

TENANT SIGNAGE



XEIDA





YOUR
TAGLINE
GOES
HERE



LEASING
NOW

Adipiscing elit, sed do eiusmod
tempor incididunt ut labore et
dolore magna aliqua. Quis
ipsum suspendisse ultrices
gravida.

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Thank you!