



K.E. LEWIS

Children's Writer. Content Developer. Consultant.

Brand
Guidelines

Brand Identity & Logo Guidelines

FONT USAGE



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Signature Fonts

K.E. LEWIS

Seravek Regular

Tagline

Museo Sans 100



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SIGNATURE COLORS [Digital Applications]

HEX Codes

a41600

BRICK RED
[BASE]

be3c00

RUST
[ACCENT]

7a007a

PURPLE
[ACCENT]

000000

BLACK
[TAGLINE]

RGB Color Applications

Whenever possible,
use the above HEX Codes.
Otherwise, use corresponding
RGB color builds as follows:

BRICK RED R:164 G:22 B:0

RUST R:190 G:60 B:0

PURPLE R:122 G:0 B:122

BLACK R:0 G:0 B:0

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SIGNATURE COLORS
[Print Applications]

CMYK (full-color process) Color Applications

For full-color process (CMYK) printing,
use the following CMYK color builds:

	BRICK RED	C:23 M:100 Y:100 K:19
	RUST	C:18 M:89 Y:100 K:9
	PURPLE	C:63 M:100 Y:17 K:6
	BLACK	C:0 M:0 Y:0 K:100

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General Guidelines

LOGO USAGE [General Guidelines]

ALTERNATE COLORS & COLOR SWAPPING: **K.E. LEWIS** Brand colors are the signature colors of the Brand and should **never** be changed or swapped for any other colors.

LAYOUT CHANGES: **K.E. LEWIS** Brand logo elements should **never** be rearranged, reconfigured, separated, or altered in any way. Any requests for special uses must be explicitly authorized by K.E. Lewis and, if approved, will be authorized with parameters on a case-by-case basis.

ALTERATIONS: **K.E. LEWIS** Brand logos should **never** be stretched horizontally or vertically, rotated, or reshaped in any way. **Brand logo must always be used on a straight horizontal** (never angled).

Brand Identity & Logo Guidelines

LOGO USAGE [Authorized Uses]

Only the following Brand logo versions are authorized for use:

Full-Color Versions

HORIZONTAL VERSION:



STACKED VERSION:



1-Color (Black) Versions

HORIZONTAL VERSION:



STACKED VERSION:



Brand Identity & Logo Guidelines

NO ALTERATIONS

NO STRETCHING • NO DISTORTING • NEVER ANGLED



NO LAYOUT CHANGES OR SEPARATING ELEMENTS



LOGO USAGE [Unauthorized Uses]

NO ALTERNATE COLORS OR COLOR SWAPPING





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Visit me online!

WEB SITE: **KELewis.world**