QCC'S BRAND STYLE GUIDE

LOGO

block

QCC QUEEN CITY CATERING COMPANY

line

QUEEN CITY CATERING COMPANY

COLOR

primary

RGB 100, 92, 90
HEX #645c5a
HSL 11, 5%, 37%

RGB 255, 255, 255
HEX #ffffff
HSL 0, 0%, 100%

RGB 155, 177, 14
HEX #9bb10e
HSL 168, 85%, 37%

secondary

RGB 60, 53, 54
HEX #3c3536
HSL 651, 6%, 22%

RGB 152, 73, 39
HEX #984927
HSL 18, 59%, 37%

RGB 65, 85, 07
HEX #41507
HSL 75, 84%, 18%

TYPOGRAPHY

serif

RAILWAY
ABCDEFGHIJKLMNOPQRSTUVW
XYZ abcdefghijklmnopqrstuvwxy
z 1234567890

LEAGUE SPARTAN
ABCDEFGHIJKLMNOPQRSTUV
WXYZ abcdefghijklmnopqrst
uvwxyz 1234567890

script

akaDora
ABCDEFGHIJKLMNOPQRST
UVWXYZ abcdefghijklmnopqrstuvwxyz 12
34567890

AR Berkley
ABCDEFGHIJKLMNOPQRS
TUVWXYZ abcdefghijklmnopqrstuv
wxyz 1234567890

IMAGERY

bright
beautiful
action
vibrant
delicious
focused
fun



