

## MINI BRAND STYLE GUIDE

### PRIMARY LOGO



### SECONDARY LOGO



### MARKS



### MARKS



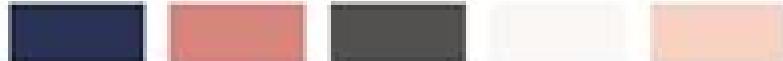
Use primary logo with background color



Use a secondary logo for a small space



### COLORS



HEX: #2C2262  
RGB: 44 35 98  
CMYK: 100 89 38 38  
PMS: 124

HEX: #E98837  
RGB: 234 138 55  
CMYK: 10 57 43 0  
PMS: 479

HEX: #000000

RGB: 0 0 0

CMYK: 100 100 100 100

PMS: 432

HEX: #F0F0F0

RGB: 240 240 240

CMYK: 10 10 10 0

PMS: 111

HEX: #F5B7B1  
RGB: 245 183 177  
CMYK: 10 30 30 0  
PMS: 439

### FONTS

Use for H1, headline, title, quote

### FreightNeo Pro

Light      Light Italic

Book      Book Italic

Medium      Medium Italic

Use for H2, H3, sub-headline, body text

### Quasimoda

Light      Light Italic

Regular      Regular Italic

SemiBold      SemiBold Italic

### DESIGN ELEMENTS



*Baking is done out of love, to share with family and friends, to see them smile,*

- Anna Olson

## Company Style Guide Example

**Herbert W. Hammond, Max John  
Herzberg**

## Company Style Guide Example:

Style Guide for Business Writing Michael C. Thomsett, 2018-04-09 Style guides come in many shapes and sizes usually focused toward scientific or academic use only. However, business writing is a space occupied by many individuals that has not been given the attention it deserves. The Style Guide for Business Writing Second Edition is designed specifically to assist business writers in both the public and private sector including those publishing with English as a second language authors of academic papers, business book authors, financial journalists, and writers of reports, proposals, or even just e-mail and memoranda. This book provides a comprehensive guide to clear and precise writing that will help develop basic communication skills for the beginner and refresh the basics for the experienced business writer. Major topics are arranged alphabetically and the cross references and index enable quick and easy access to information. Michael C. Thomsett is a market expert, author, speaker, and coach. His many books include Stock Market Math, Candlestick Charting, The Mathematics of Options, and A Technical Approach to Trend Analysis.

Business Writing Bianca Harrington, AI, 2025-02-28 Business Writing argues that effective professional communication is a core driver of corporate success. It's not just about writing well; it's about strategically aligning communication with business objectives. Poor communication can lead to costly errors and damaged relationships while a strategic approach cultivates trust and enhances efficiency. For example, a well-crafted proposal can secure a key client demonstrating the direct impact of writing on the bottom line. This book provides a framework for mastering business communication, covering clear and concise writing, audience analysis, and document formatting. Rather than offering piecemeal advice, it emphasizes developing a holistic strategy to improve performance across all levels. The chapters progress from fundamental principles to specific document types such as reports and emails, concluding with ethical considerations. Real-world examples and exercises reinforce key concepts, making it a practical guide for improving your business writing skills.

Writing for Interactive Media Timothy Garrand, 2023-10-20 This thoroughly revised fourth edition teaches students and professionals how to create interactive content for all types of new media and become successful writers or designers in a variety of fields. This comprehensive guide is grounded in the core principles and skills of interactive media writing, in which writers create text and structure content to guide users through interactive products such as websites or software. The book examines case studies on interactive formats including complex informational websites, computer games, e-learning courses, training programs, and immersive exhibits. These case studies assess real-world products and documentation used by professional writers such as scripts, outlines, screenshots, and flowcharts. The book also provides practical advice on how to use interactive media writing skills to advance careers in the social media, technical instructional communication, and creative media fields. This edition includes new chapters on UX Writing and Content Design. Social Media Writing and Writing for Mobile Writing for Interactive Media prepares students for the writing challenges of today's technology and media. It can be used as a core textbook for courses in UX Writing, Writing

for Digital Media and Technical and Professional Communication and is a valuable resource for writing professionals at all levels Supplemental resources include a sample syllabus class assignments student exercises scripts outlines flowcharts and other interactive writing samples They are available online at [www.routledge.com/9781032554242](http://www.routledge.com/9781032554242) **Franklin Covey**

**Style Guide for Business and Technical Communication** Lawrence H. Freeman, 1999 Much more than a grammar and punctuation handbook this renowned guide helps users produce documents that reflect quality writing standards It offers access to more than 110 topics The CD ROM contains more than 30 model documents including letters memos and resumes

**Style Guide for Business and Technical Communication** Franklin Covey Company, 1998 This guide provides tips for making your message accessible easy to understand and relevant In the sections on writing and revising organization emphasis page layout and online documentation you will find both process and format suggestions You will also find new and colorful sections on graphics for documents graphics for presentations color charts maps and photographs to prepare visually effective documents

**Clinical Trials** Tom Brody, 2011-10-25 Clinical Trials Study Design Endpoints and Biomarkers Drug Safety and FDA and ICH Guidelines is a practical guidebook for those engaged in clinical trial design This book details the organizations and content of clinical trials including trial design safety endpoints subgroups HRQoL consent forms and package inserts It provides extensive information on both US and international regulatory guidelines and features concrete examples of study design from the medical literature This book is intended to orient those new to clinical trial design and provide them with a better understanding of how to conduct clinical trials It will also act as a guide for the more experienced by detailing endpoint selection and illustrating how to avoid unnecessary pitfalls This book is a straightforward and valuable reference for all those involved in clinical trial design Provides extensive coverage of the study schema and related features of study design Offers a hands on reference that contains an overview of the process but more importantly details a step by step account of clinical trial design Features examples from the medical literature to highlight how investigators choose the most suitable endpoint s for clinical trial and includes graphs from real clinical trials to help explain each concept in study design Integrates clinical trial design pharmacology biochemistry cell biology and legal aspects to provide readers with a comprehensive look at all aspects of clinical trials Includes chapters on core material and important ancillary topics such as package inserts consent forms and safety reporting forms used in the United States England and Europe For complimentary access to our sample chapter chapter 24 please copy and paste this link into your browser <http://tinyurl.com/awwutvn> **Is the Help Helpful?** Jean Hollis Weber, 2004 Is the Help Helpful presents the full cycle of help content development regardless of the operating system running the application the type of help being produced or the tools used to produce it In this book you ll discover 1 The ten most common complaints that users have with online help the causes of the underlying problems and

**Style-book of Business English** Herbert W. Hammond, 1913 **Style-book of Business English, Designed for Use in Business Courses, Regents' and Teachers' Examinations** H. W. Hammond, 1911 [Solving Problems in Technical](#)

Communication Johndan Johnson-Eilola, Stuart A. Selber, 2024-05-31 The field of technical communication is rapidly expanding in both the academic world and the private sector yet a problematic divide remains between theory and practice. Here Stuart A Selber and Johndan Johnson Eilola both respected scholars and teachers of technical communication effectively bridge that gap. Solving Problems in Technical Communication collects the latest research and theory in the field and applies it to real world problems faced by practitioners problems involving ethics, intercultural communication, new media and other areas that determine the boundaries of the discipline. The book is structured in four parts offering an overview of the field situating it historically and culturally, reviewing various theoretical approaches to technical communication and examining how the field can be advanced by drawing on diverse perspectives. Timely, informed and practical, Solving Problems in Technical Communication will be an essential tool for undergraduates and graduate students as they begin the transition from classroom to career.

Writing: a Practical Guide for Business and Industry Charles William Ryan, 1974 **Style-book of Business English, Designed for Use in Business Colleges, High Schools, and for Self-instruction** H. W. Hammond, 1910

**Style-book of Business English for High Schools** H. W. Hammond, Max John

Herzberg, 1914 Effective Writing for Engineers, Managers, Scientists H. J. Tichy, Sylvia Fourdrinier, 1988 Starting and Stalling The flow method Effective organizing Easy outlining Dozens of beginnings The standard of grammar for the professions Standards of diction Punctuation and other marks Style the personality and character of writing Style and diction Style and sentences Style and paragraphs Brevity the soul of it Advice on some short forms Reports and style guides

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**Documentation Development Methodology** Sandra Pakin and Associates, 1984

The Digital Style Guide Susan I. Schultz, 1993 **Scaling New Heights in Technical Communication**, 1994

Writing Software Documentation Thomas T. Barker, 1998 Part of the new Allyn Bacon series in technical communication. Writing Software Documentation features a step by step strategy to writing and describing procedures. This task oriented book is designed to support both college students taking a course and professionals working in the field. Teaching apparatus includes complete programs for students to work on and a full set of project tracking forms as well as a broad range of examples including Windows style pages and screens and award winning examples from STC competitions.

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