

Style Guide

Consider this Style Guide a tool to refer to when using the Brooke Crew Interiors brand.

On the following pages, each element is presented individually to showcase the brand’s detail and depth. When applied systematically, these elements create the sum of Brooke Crew’s brand identity.

This document provides explicit instructions and rules for application, placement, and usage of the brand. Wherever possible, visual examples are shown to illustrate these rules.

In order to maintain a consistent voice and aesthetic, we invite you to review these guidelines when adapting the brand to new concepts, contexts, and applications.

Brand Program, 1.0
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Designed by Lovably
in New York City

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BROOKE CREW
INTERIORS

The Brooke Crew Interiors wordmark is a custom typographic logo, designed specifically for this brand. It should not be altered in use.

Included in your Brand Program are Spectrum, Mustard, Stone, Charcoal, Ivory, and White variants organized for digital and print applications.

The assets labeled *RGB* may be used for any digital application, such as a website or other online graphics.

The assets labeled *CMYK* may be used for any print application.

Each variant is set in three file formats: *PDF*, *PNG*, and *SVG*.

PDF and *SVG* are vector formats which are well-suited for print and digital applications at any size or resolution.

PNG is a raster-graphics format best suited for digital images, especially those intended to be shared online. The *PNG* mark should never be used for print applications as doing so may cause distortion and other inconsistencies.

We have also included variants without the “INTERIORS” descriptor in each color and format.

The Brooke Crew Interiors monogram is a custom symbol, designed for use in applications wherein the wordmark is too large or revealing. This mark should not be altered in use.

Included in your Brand Program are Spectrum, Mustard, Stone, Charcoal, Ivory, and White variants organized for digital and print applications.

For instructions pertaining to color and format, refer to the guidelines outlined on [Page 5](#).





We encourage you to become familiar with the proper placement of your logo, as displayed in the various examples provided.

Do not use the wordmark and monogram together. Never distort, stretch, or rotate the logo. Never fill with off-brand colors.

The color swatches illustrated form Brooke Crew’s exclusive brand palette.

For use in digital applications, use the specified RGB or HEX color codes.

For print applications, use CMYK.
For spot-printing, use PANTONE.

Ivory

CMYK

0, 3, 7, 0

RGB

255, 245, 234

HEX

#FFF5EA

Charcoal

CMYK

0, 5, 5, 92

RGB

59, 54, 54

HEX

#3B3636

Crimson

CMYK

20, 70, 71, 61

RGB

191, 101, 79

HEX

#BF654F

PANTONE 7618 C

Mustard

CMYK

30, 35, 98, 41

RGB

180, 151, 50

HEX

#B49732

PANTONE 7753 C

Basil

CMYK

62, 24, 57, 31

RGB

106, 153, 127

HEX

#6A997F

PANTONE 556 C

Rose

CMYK

33, 42, 36, 1

RGB

174, 146, 146

HEX

#AE9292

PANTONE 436 C

Ginger

CMYK

22, 54, 79, 51

RGB

191, 126, 74

HEX

#BF7E4A

PANTONE 722 C

Avocado

CMYK

52, 29, 71, 6

RGB

130, 148, 101

HEX

#829465

PANTONE 5773 C

Stone

CMYK

64, 37, 36, 4

RGB

102, 135, 146

HEX

#668792

PANTONE 7544 C



The logo, whether wordmark or monogram, should be set in Spectrum when placed atop a White or Ivory background, in Mustard on Stone, in Stone on Mustard, in Ivory on Charcoal, and in White when placed atop a photo.

Never allow the logo to appear atop any color not specified in the brand palette outlined on [Page 11](#).

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
1234567890

Logo + Occasional Use

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
1234567890

Headings + Body

Your brand is a primary point of connection with your clients and the world, making it one of your most valuable assets.

We design our brands to last a lifetime, but consistency of usage and execution is essential in making this goal a reality.

It is with great pride and care that we hand this brand off to you. We trust your judgement and we're confident that you will handle your identity with the utmost care and attention to detail. Thank you.

Cheers from New York City,
Lovably

For questions pertaining to branding and usage, please contact Lovably.

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