

# Brand Guidelines

SILVERBELL NURSERY + CO.

Logo

SILVERBELL NURSERY + CO.



**SILVERBELL**  
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# Color Palette

SILVERBELL NURSERY + CO.

## PRIMARY COLORS



C = 27 M = 10 Y = 30 K = 0  
R = 188 G = 205 B = 183  
#BCCDB7  
PANTONE 2260 C



C = 56 M = 54 Y = 53 K = 22  
R = 107 G = 99 B = 97  
#6B6361  
PANTONE 2334 C

## SECONDARY COLORS



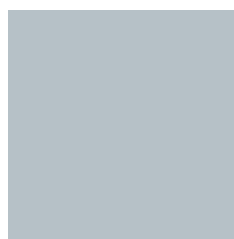
C = 53 M = 32 Y = 42 K = 2  
R = 131 G = 150 B = 143  
#83968F  
PANTONE 5497 C



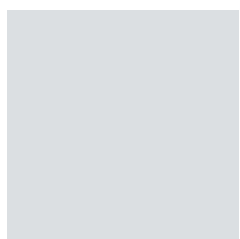
C = 11 M = 25 Y = 31 K = 0  
R = 225 G = 191 B = 170  
#E1BFAA  
PANTONE 4675 C



C = 65 M = 20 Y = 0 K = 55  
R = 36 G = 92 B = 125  
#245C7D  
PANTONE 7699 C



C = 20 M = 10 Y = 10 K = 10  
R = 184 G = 194 B = 199  
#B8C2C7  
PANTONE 428 C



C = 13 M = 8 Y = 8 K = 0  
R = 219 G = 223 B = 225  
#DBDFE1  
PANTONE 7541 C

# Typography

SILVERBELL NURSERY + CO.

# Heading 1

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Nixie One Regular | Title Case

## heading 2

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Canonatia | Lowercase

### **SUBHEAD**

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Montserrat Bold | Uppercase

### Paragraph

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Montserrat Regular | Sentence Case