



STREAMLINE

**Brand
Guidelines.**

built to last

Built to Last.

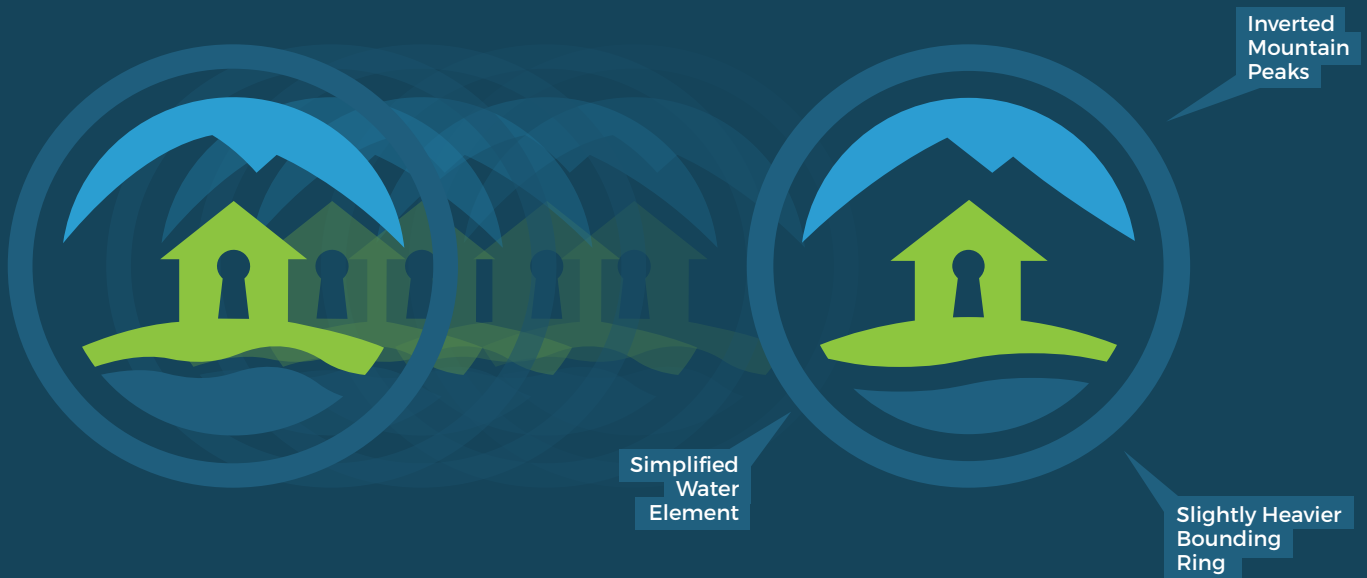
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Streamline Vacation Rental Software

A new look at the Streamline logo mark



The Logo Mark



The Logo Word Mark

STREAMLINE

Logo Options



Dark and Light



typography.

Typography. Primary Typeface

Montserrat.

The current corporate typeface is Montserrat. It is available for download at [fontsquirrel.com](https://www.fontsquirrel.com) free of charge.

Aa

AaBbCcDd EeFfGg

HhIi0123456789

+;%@*

Typography.

Primary Typeface Weights

Regular.

AaBbCcDdEeFfGgHhIiJjK LImMnNoOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)

Italic.

*AaBbCcDdEeFfGgHhIiJjK LImMnNoOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)*

Bold.

**AaBbCcDdEeFfGgHhIiJjK LImMnNoOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)**

color palette.

Color Palette. Primary Color System

The Streamline brand consists of 4 major colors. A secondary palette is seldom used but not limited to the colors below.

Streamline Blue



CMYK 90 / 57 / 33 / 12
Pantone PMS 3025C

RGB 32 / 96 / 127
HTML #15445a

Streamline Dark Blue



CMYK 94 / 67 / 45 / 32
Pantone PMS9241

RGB 21 / 68 / 90
HTML #15445a

Streamline Sky Blue



CMYK 73 / 23 / 3 / 0
Pantone PMS 2925C

RGB 46 / 157 / 210
HTML #2e9dd2

Streamline Green



CMYK 50 / 0 / 100 / 0
Pantone PMS 368C

RGB 141 / 196 / 65
HTML #8dc441

Color Palette. Secondary Color System

Black



CMYK 0 / 0 / 0 / 100
Pantone Process Black

RGB 0 / 0 / 0
HTML #000000

Orange



CMYK 0 / 70 / 100 / 0
Pantone PMS9241

RGB 243 / 217 / 209
HTML #FF6600

old brand elements.

Logos
Please Discontinue Use



Current logo for comparison

Original gradient logo



Original gradient logo w/ seperated water and land



Recent ringed 3-color logo with old icon style(See pg. 4) with Korataki Fontface





STREAMLINE