



STREAMLINE

**Brand
Guidelines.**

built to last

Built to Last.

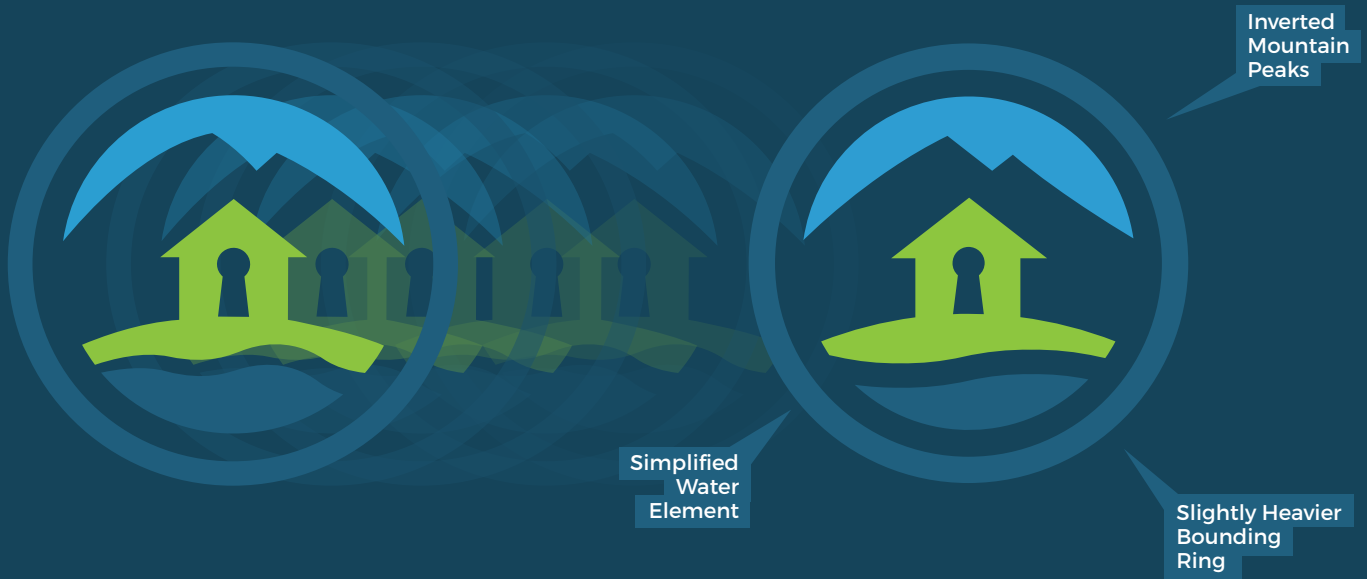
**5580 W Chandler Blvd. Suite 3
Chandler, Arizona 85226
Call: 888.590.1946
Email: info@streamlinevrs.com**

Brand Guidelines Content.

A New Look	4
The Company Logo	5
Company Typography List	6
Typeface Weights	7
Company Color Palette	8
Discontinued Elements	9

Streamline Vacation Rental Software

A new look at the Streamline logo mark



The Logo Mark



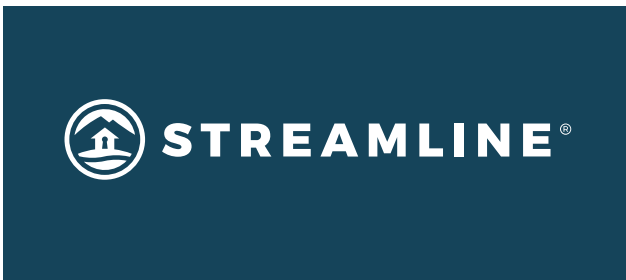
The Logo Word Mark

STREAMLINE®

Logo Options



Dark and Light



typography.

Typography. Primary Typeface

Aa

Montserrat.

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

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 #20607F

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®