

1. Color Palette

Use the following brand colors consistently across all ShuttleSub materials to maintain a luxurious and cohesive identity. Gold is the primary color and should dominate headers, buttons, and accents.



Primary Gold: #be965a / rgb(190, 150, 90)



Secondary Blue: #a7b6c4 / rgb(167, 182, 196)



Soft Gray Background: #f6f6f6 / rgb(246, 246, 246)



Dark Text: #222222 / rgb(34, 34, 34)

2. Logo Usage

The ShuttleSub logo must always be displayed with clear space around it and should never be altered. Gold should be used for accents and paired with soft backgrounds or the brand blue for contrast.



Place the logo in the top-right on documents, or centered on promotional material. Do not rotate, stretch, or recolor. Always use provided logo assets.

3. Typography

Use Garamond as the primary typeface for print and branded documents. For digital platforms, Inter or Helvetica may be used for clarity and accessibility.

4. Usage Examples

Use gold for call-to-action buttons and headers. The blue (#a7b6c4) is ideal for borders, links, or subtle highlights. Apply the soft gray (#f6f6f6) as a background to maintain a clean and elegant aesthetic.