



VIRIDIAN

TOWERS

BRAND GUIDE



ViridianTowersLogo_[color space]



ViridianTowersLogo_[color space]_W

PRINT FILES

EPS (CMYK)
EPS (PMS)
PDF

DIGITAL FILES

EPS (RGB)
JPG
PNG
SVG

GOTHAM

Light

1234567890ABCCKEFGHIJKLMNOPQRSTUVWXYZ

Medium

1234567890ABCCKEFGHIJKLMNOPQRSTUVWXYZ

Bold

1234567890ABCCKEFGHIJKLMNOPQRSTUVWXYZ

MILLER DISPLAY

Light

1234567890ABCCKEFGHIJKLMNOPQRSTUVWXYZ

Light Italic

1234567890ABCCKEFGHIJKLMNOPQRSTUVWXYZ

Roman

1234567890ABCCKEFGHIJKLMNOPQRSTUVWXYZ

Italic

1234567890ABCCKEFGHIJKLMNOPQRSTUVWXYZ

PRIMARY COLORS

TURQUOISE-TEAL

Fresh, energetic, modern

PMS 7716

CMYK 87-20-48-2

RGB 1-148-144

HEX #019490

WARM GRAY

*A soft, elegant, neutral grey
(stability, warmth, sophistication)*

PMS Warm Gray 10

CMYK 50-50-55-17

RGB 122-110-102

HEX #7a6e66

SECONDARY COLORS

WARM SAND

*A light beige with warm undertones,
pairs with Warm Grey 10 for a
calm, neutral option. Great for
backgrounds as well.*

PMS 7527

CMYK 15-13-21-0

RGB 217-211-197

HEX #d9d3c5

SOFT SAGE GREEN

*A muted sage green that
harmonizes with PMS 7716, giving
a peaceful, natural feel. Ideal for
backgrounds or soft accents.*

PMS 5585

CMYK 36-16-30-0

RGB 166-189-177

HEX #a6bdb1

DUSTY LAVENDER

*A muted lavender-grey that brings
a gentle, serene contrast while
remaining understated. Would be
excellent for wellness materials.*

PMS 7716

CMYK 87-20-48-2

RGB 1-148-144

HEX #019490

DEEP SLATE BLUE

*A blue-grey option that adds depth
and complements both primary
colors. Ideal for headings, call-outs,
or signage.*

PMS 5405

CMYK 74-47-33-7

RGB 81-117-140

HEX #51758c

COLOR SWATCH FILES

Viridian Towers_CMYK.ase

Viridian Towers_PMS.ase

Viridian Towers_RGB-HEX.ase

	Circles	Curl	Flourish	Swash	Viridian
lavender					
sage					
sand					
slate					
turquoise					
warm gray					
black					
white					

FILE NAME KEY

(Ornament)_(Print or Digital)_(Style)_(Brand Color)_(CMYK/PMS/RGB)

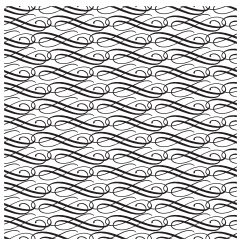
PRINT FILES

EPS (CMYK)
EPS (PMS)

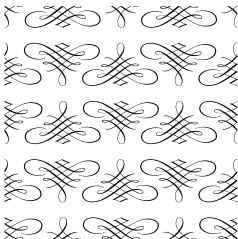
DIGITAL FILES

EPS (RGB)
PNG

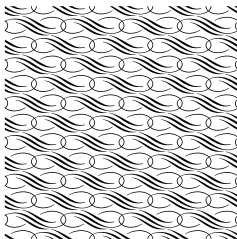
TILES



Curl

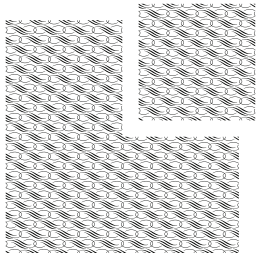


Flourish



Swash

Pattern tiles are repeatable .EPS files that may be used to create custom patterns

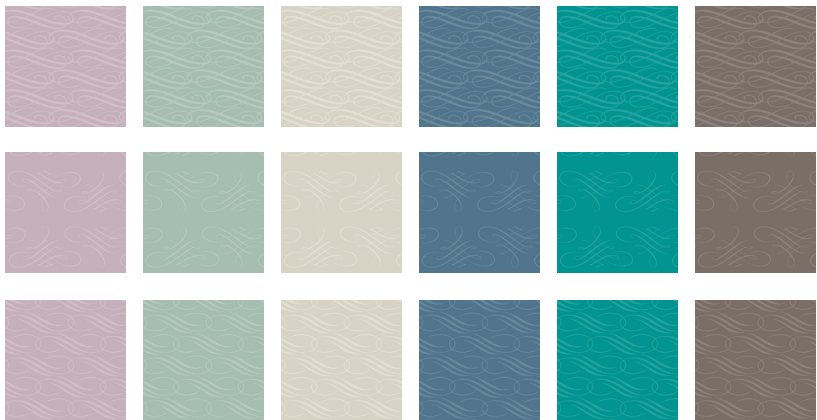


PRE-MADE PATTERNS

HORIZONTAL
1920 X 1080

VERTICAL
1080 X 1920

SQUARE
1080 X 1080



Pre-Made Patterns are available in three orientations. These pre-made files are NOT repeatable.

All pattern styles and orientations are available in all six brand colors.

FILE NAME KEY

(Pattern)_(Print or Digital)_(Style)_(Brand Color)_(CMYK/PMS/RGB)

PRINT FILES

EPS (CMYK)
EPS (PMS)
PDF

DIGITAL FILES

EPS (RGB)
JPG
PNG