

STONEHENGE

Stonehenge is a family urban style, bright graffiti among the low-rise buildings and a real urban jungle.

Feel the balance between active life in a big city and tranquility in your cozy apartment.













In textual use of the project name, follow single standard of writing:
The name is always written in **CAPITALS**.

Bold or italic selection is allowed.

For example:

STONEHENG by SEGREG Development

STONEHENG by SEGREG

SH by SEGREG Development

SH by SEGREG

Main color
for the Logo



C70 M0 Y0 B65
R53 G92 B114
#355c72

Secondary
colors
for design elements
and advertising



C0 M90 Y80 B0
R199 G55 B53
#c73735

C35 M0 Y7 B10
R176 G205 B219
#b0cddb

C0 M0 Y0 B100
R0 G0 B0
#000000

C0 M0 Y0 B0
R255 G255 B255
#ffffff

Montserrat (Google Fonts)

For use in display type (display copy) at large sizes for titles, headings, pull quotes, and other eye-catching elements

Montserrat Regular

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ

abcčćdďefghijklmnopqrsštuvwxyzž

1234567890

‘?’“!”(%)[#] {@}/&\<-+÷×=>®©\$€£¥¢„,*

Montserrat Bold

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ

abcčćdďefghijklmnopqrsštuvwxyzž

1234567890

‘?’“!”(%)[#] {@}/&\<-+÷×=>®©\$€£¥¢„,*

Aa

PT Sans (Google Fonts)

For body text

PT Sans Regular

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ

abcčćdďefghijklmnopqrsštuvwxyzž

1234567890

‘?’“!”(%)[#]{}[@]/&\<-+÷×=>®©\$€£¥¢„;,:*~

PT Sans Bold

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ

abcčćdďefghijklmnopqrsštuvwxyzž

1234567890

‘?’“!”(%)[#]{}[@]/&\<-+÷×=>®©\$€£¥¢„;,:*~

Aa

Aa

Arial (Системный шрифт)

For body text if PT Sans is not available

Arial Regular

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdďefghijklmnopqrsštuvwxyzž
1234567890
'?!"(%)[#{@}/&\<-+÷×=>®©\$€£¥¢::,;.*

Arial Bold

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdďefghijklmnopqrsštuvwxyzž
1234567890
'?!"(%)[#{@}/&\<-+÷×=>®©\$€£¥¢::,;.*

In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its space



Don't rotate the logotype



Don't compress the logotype



Don't stretch or extend the logotype



Never change the proportions of the logotype

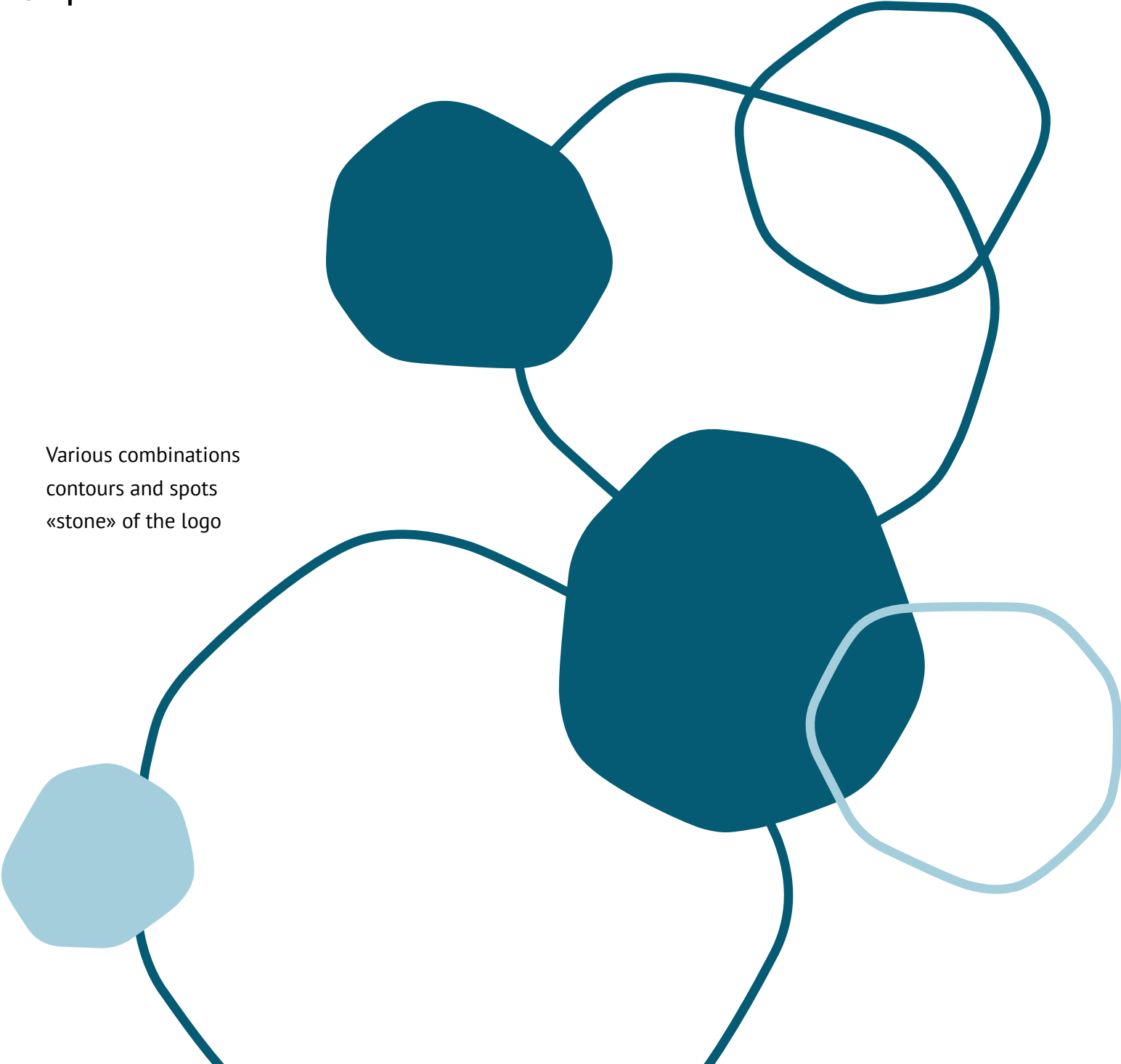


Don't use other fonts



Do not use other colors except main color





«Stone» of the logo
used as image mask
and background for text



STONEHENGE
is a family urban
style, bright graffiti
among the low-rise
buildings and a real
urban jungle





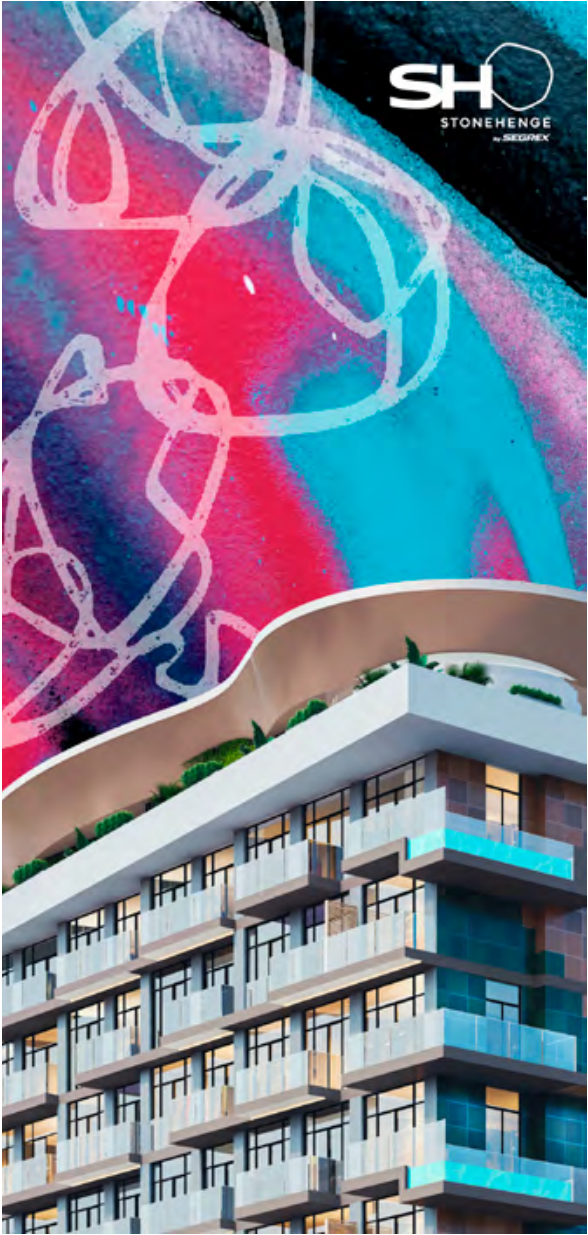
Basic rule:

a dark logo is placed on a light background,
a white logo on a dark background.

Try to choose a contrasting uniform
background for placing the logo.

Do not apply filters, effects, shadows, etc.
to the logo.









Use the corporate fonts, colors and graphics,
and also graffiti elements, image fragments, calligraphy, etc.