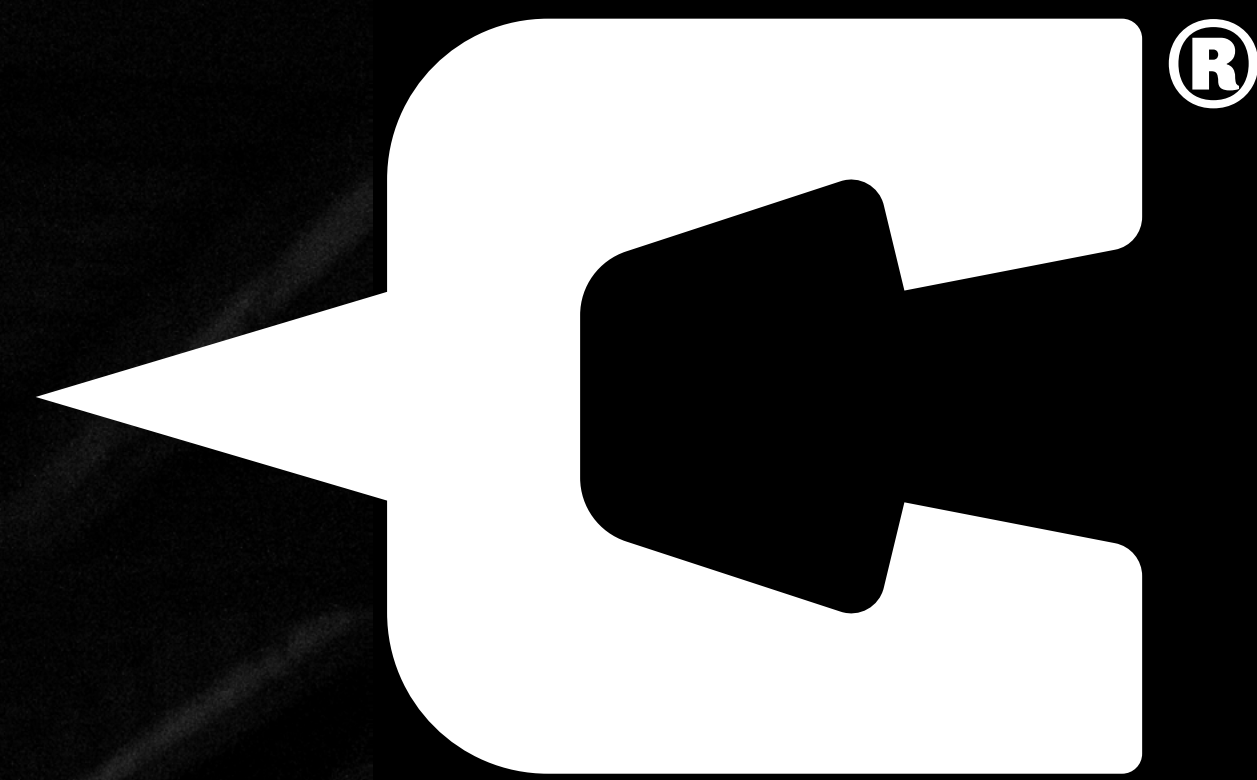
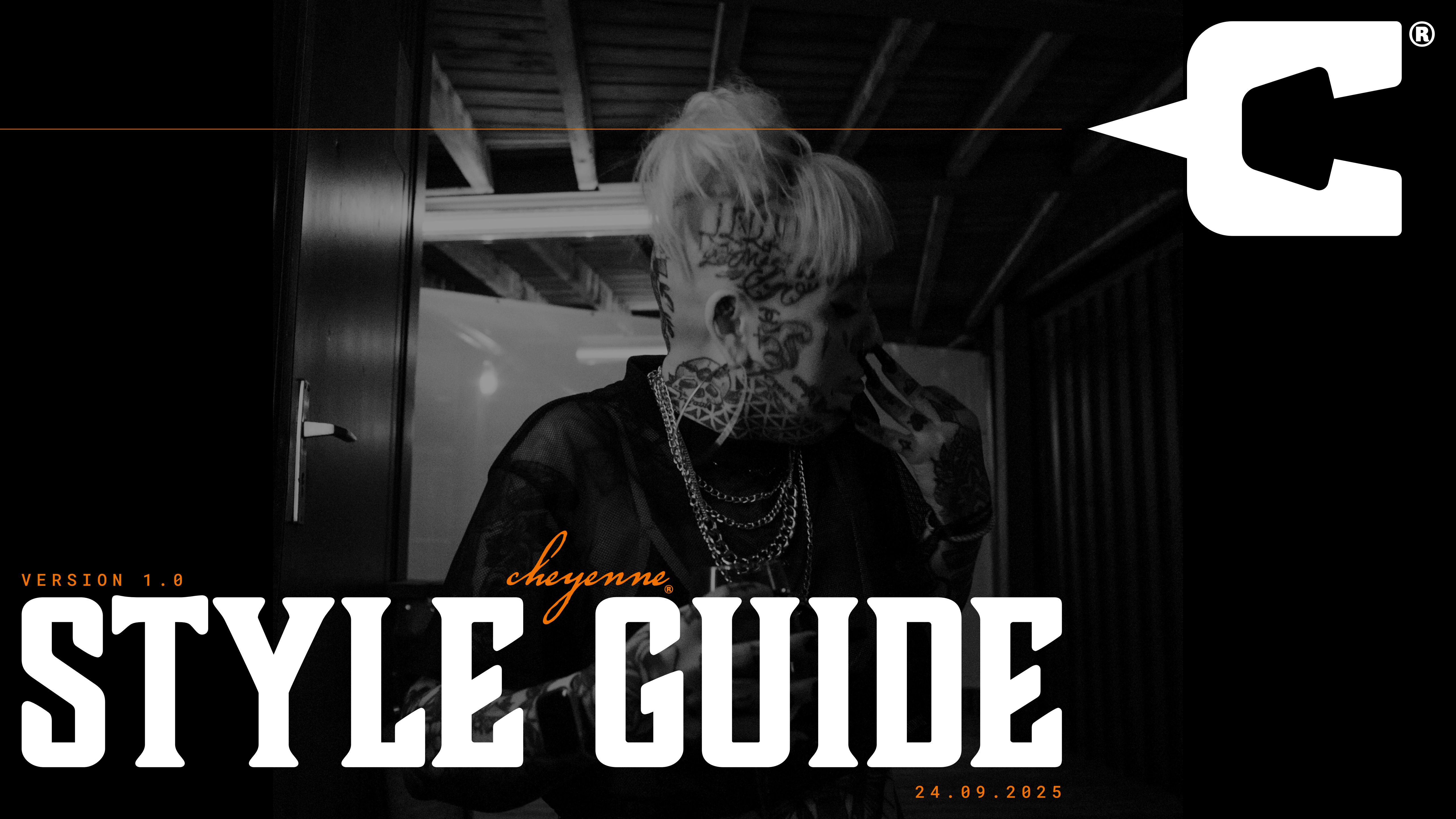


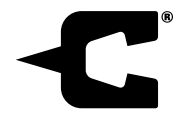


VERSION 1.0

cheyenne®

STYLE GUIDE

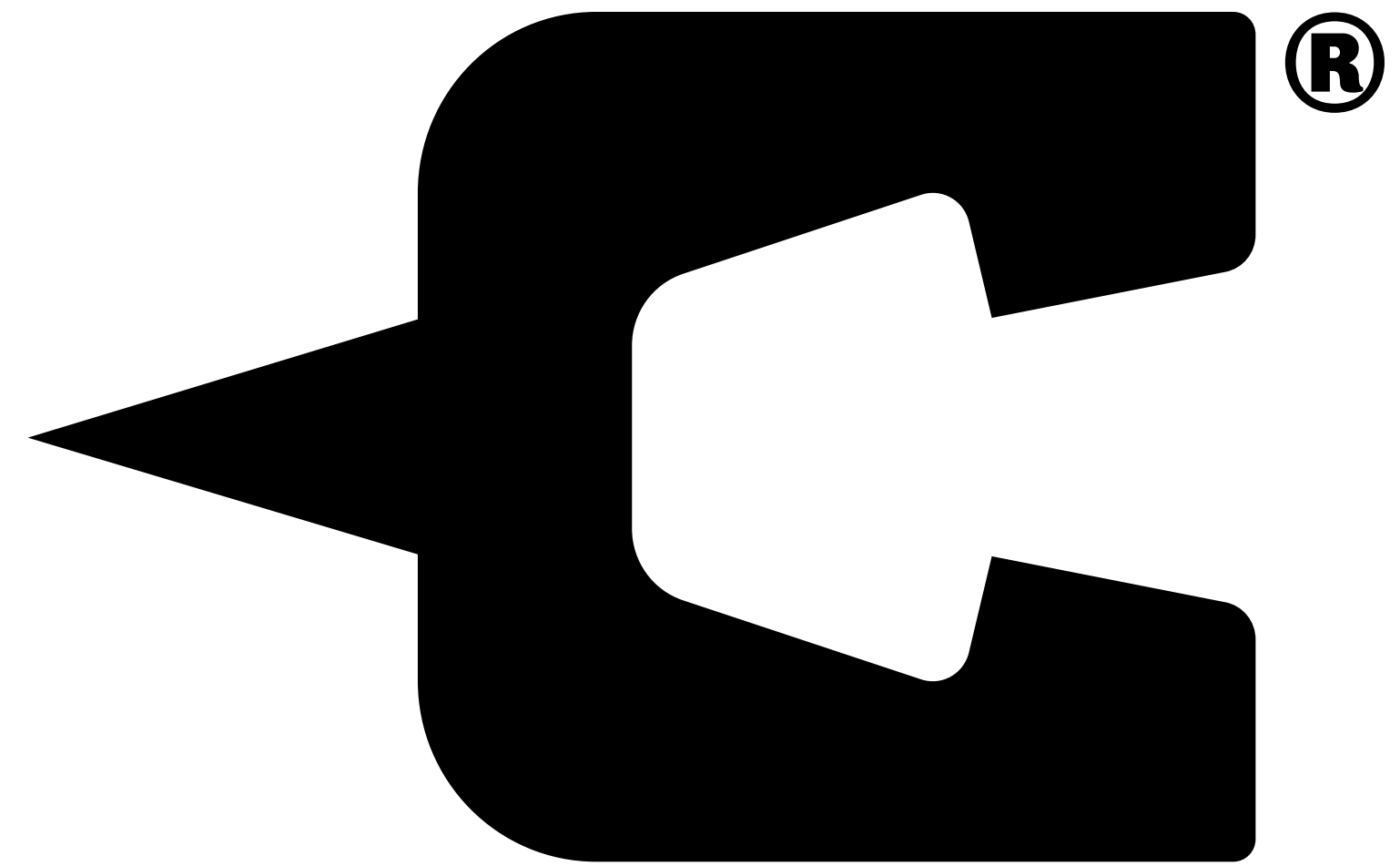
24.09.2025



A MARK
BUILT
TO LAST.

NO GRADIENTS, NO DISTORTION,
NO EFFECTS. FORM IS EVERYTHING.

Our logo is not decoration — it's a statement. Its clarity represents craftsmanship and consistency. Give it air. Let it stand alone.

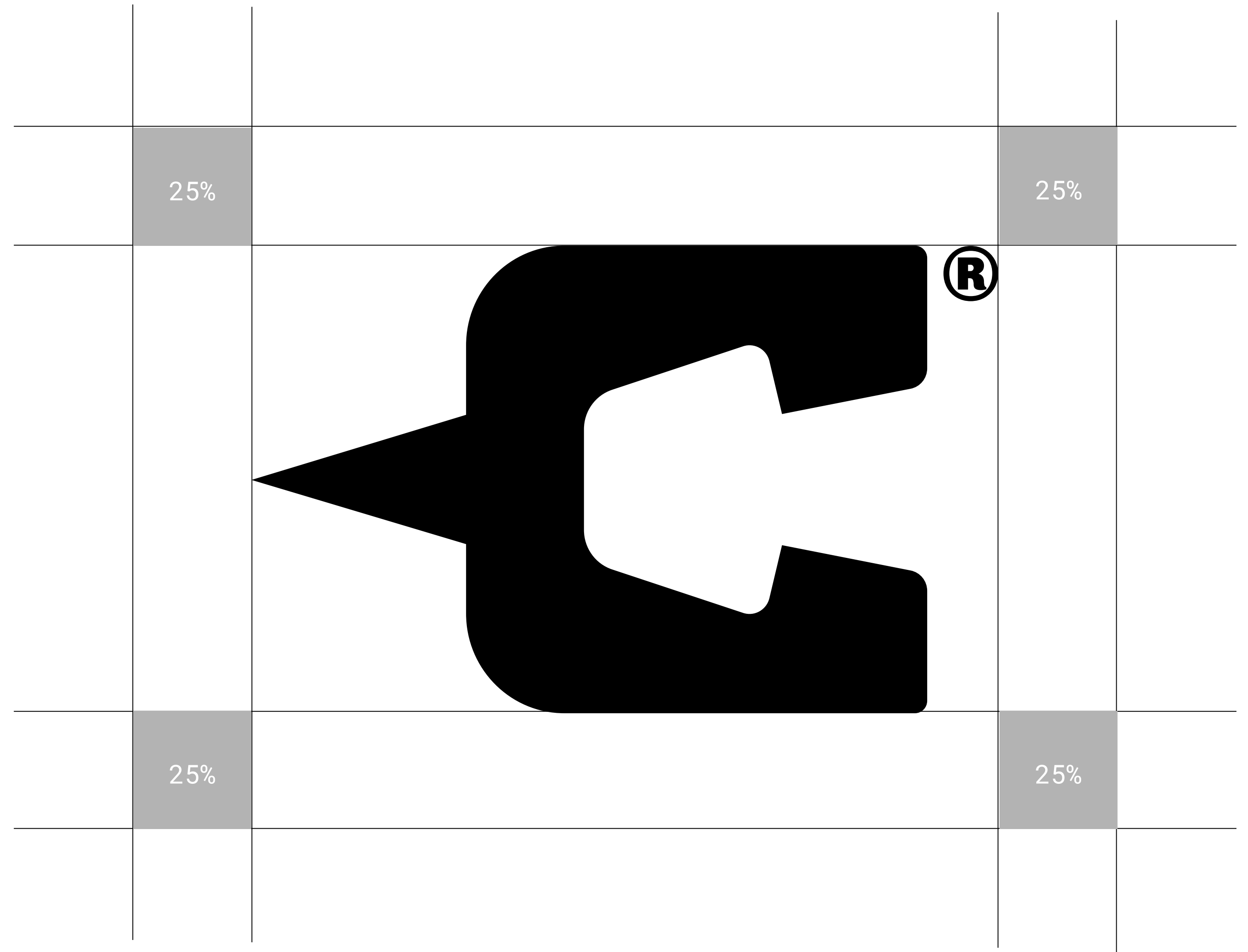


S I G N

cheyenne®

W O R D

cheyenne®



ROOM FOR FULL IMPACT

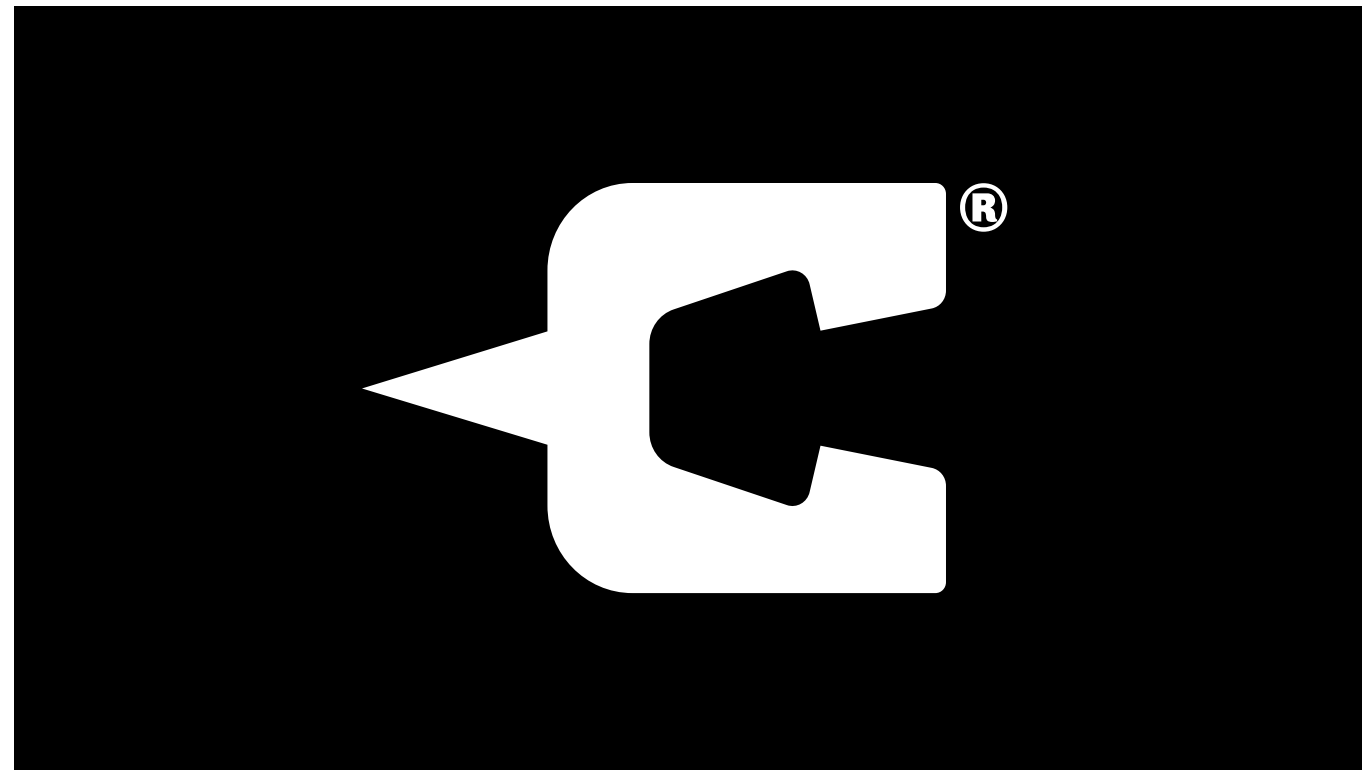
THE LOGO ONLY UNFOLDS ITS STRENGTH WHEN IT HAS SPACE.

Confident. Independent. Built with purpose.
Our logo performs best when given room to breathe.
The clear zone equals 25% of the logo's height — completely free from text, graphics, or other elements.

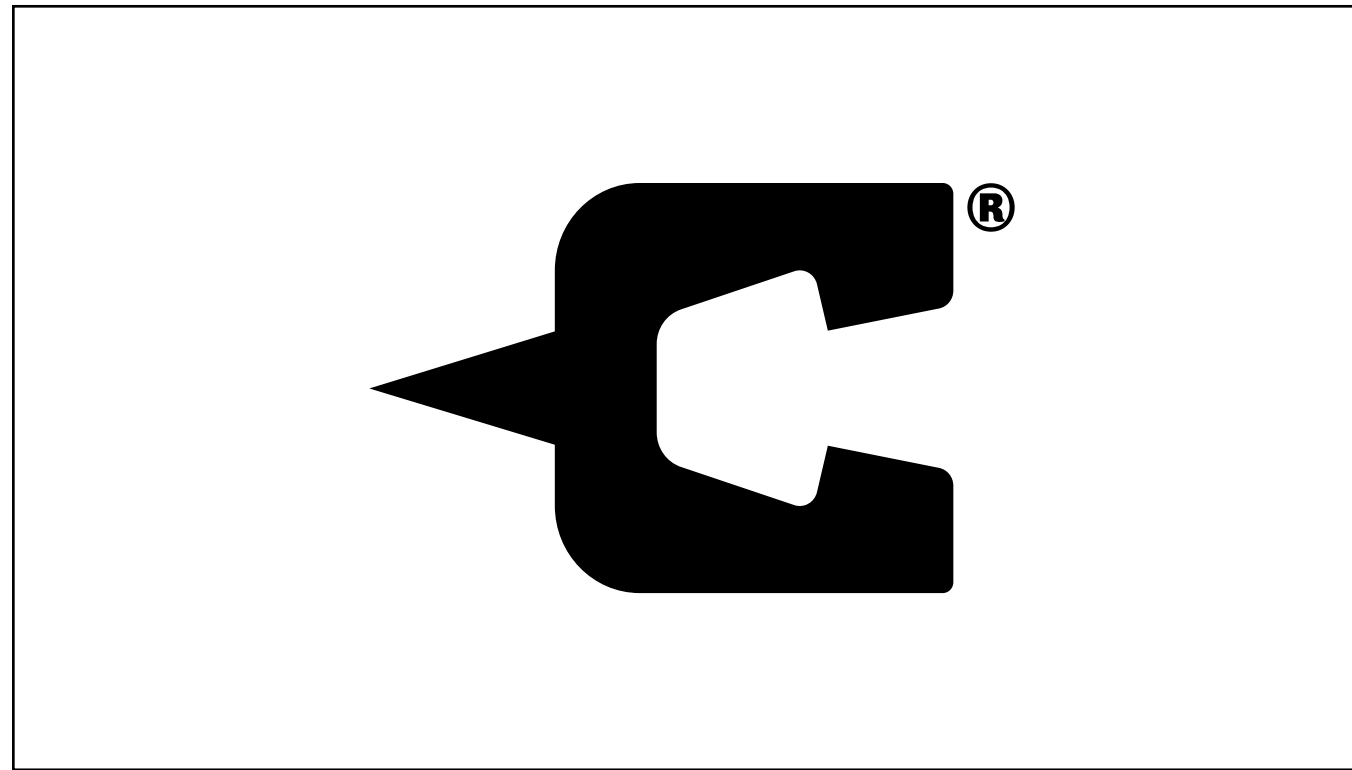




Awareness Theme



Information Theme



Combination with images



The standard for every external communication.



If it comes to office work, internal or rich media usage.

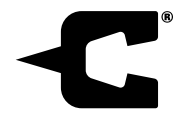


Only of the contrast ist enough or the footage is black & white.

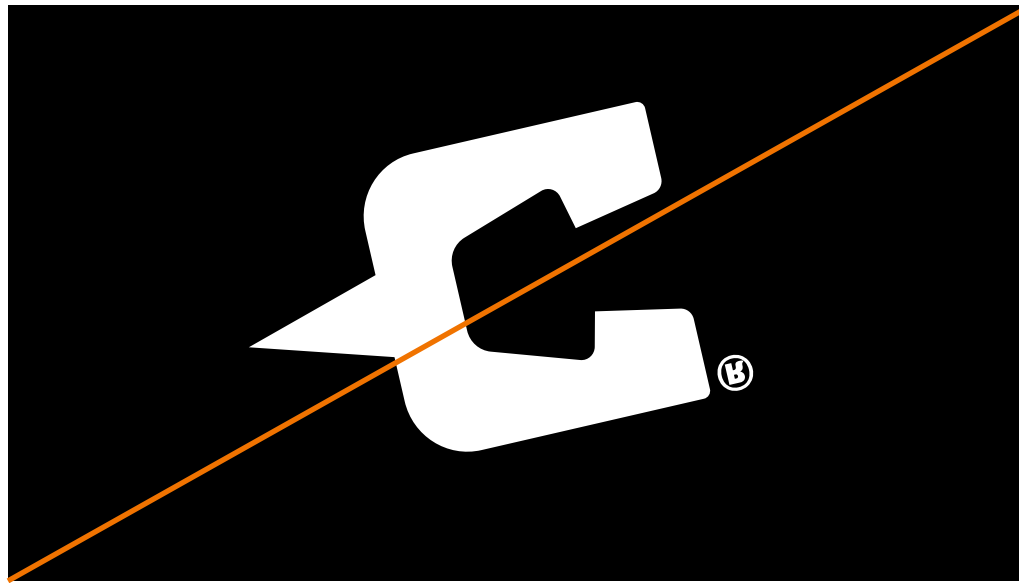
LOGO

RULES

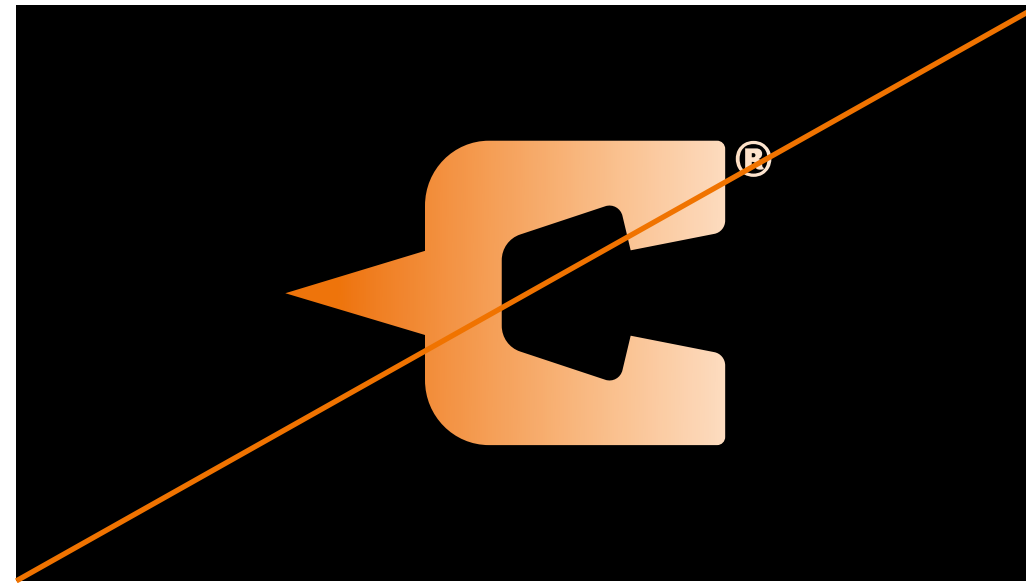
cheyenne®



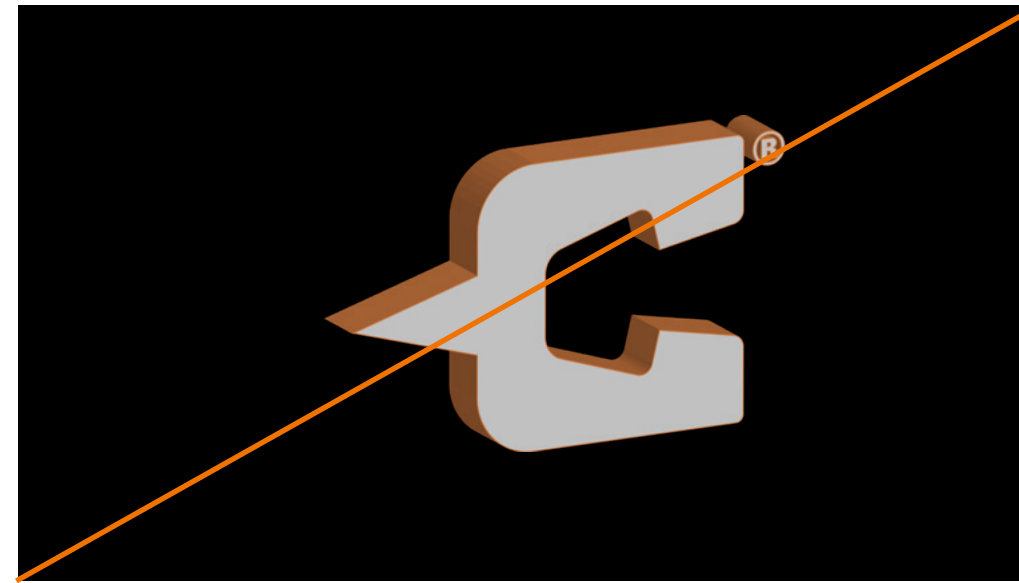
Don't angle it.



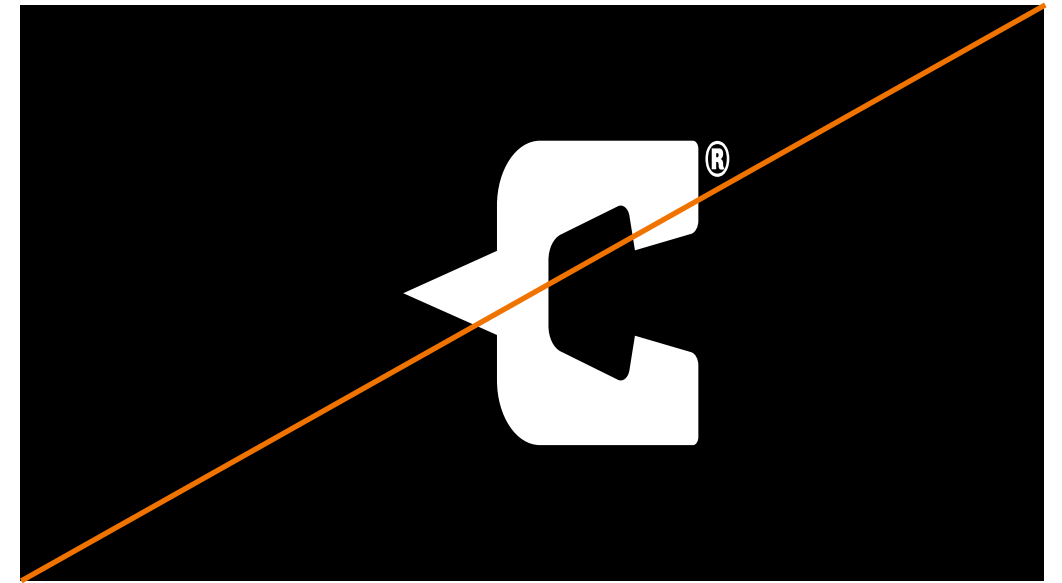
Don't add gradients.



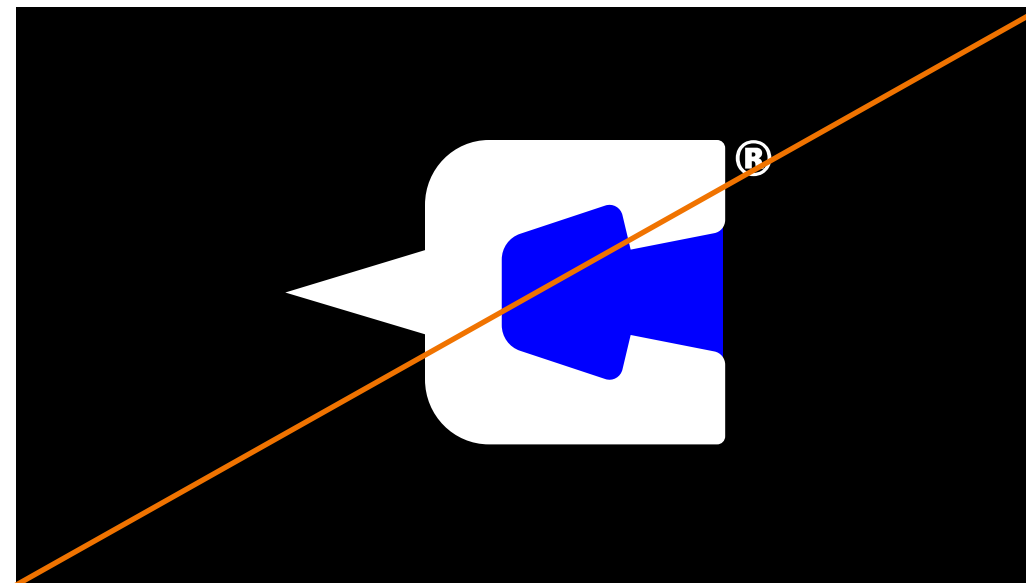
Don't make it fake 3D.



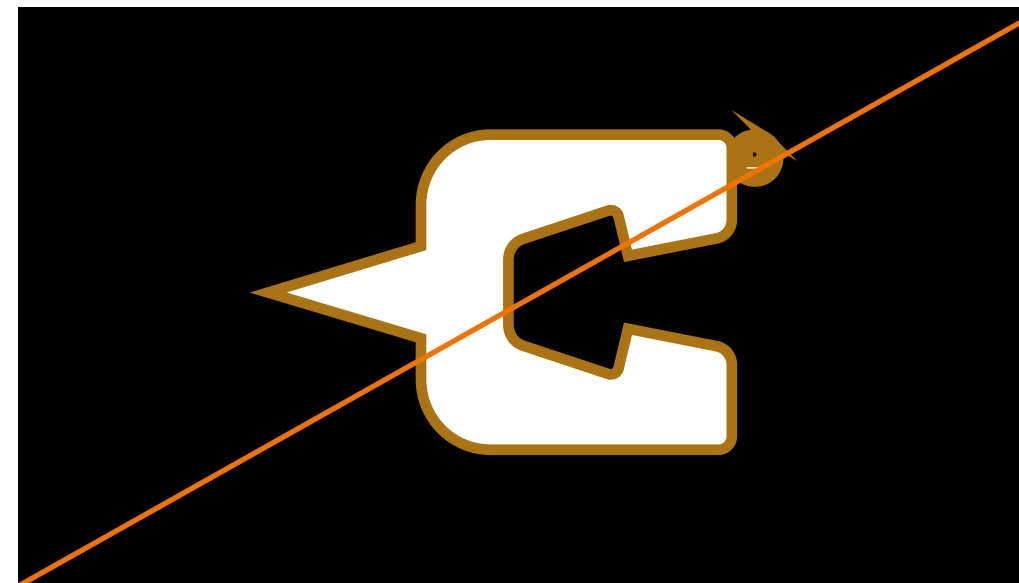
Don't stretch it.



Don't mix it.



Don't fill it.



Don't stroke it.



Don't color it or add transparency.

LOGO

RULES

cheyenne®



COLORS

BLACK

#000000
R: 0 G: 0 B: 0
C: 80 M: 30 Y: 0 K:100

WHITE

#ffffff
R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K:0

C - ORANGE

#ee7401
R: 240 G: 115 B: 0
COATED PAPER:
C: 0 M: 65 Y: 100 K:0
PANTONE 13-1-7 C

When working with uncoated paper, only a color system like Pantone can deliver the vibrancy we need. We therefore chose PANTONE 13-1-7 U as the most fitting color.



MADE FOR DETAILS

Centraltwell

BOUCHERIE
BLOCK BOLD

MADE FOR HEADLINES

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

ROBOTO MONO
REGULAR + MEDIUM

MADE FOR OVERLINES & SUBLINES

Jost Medium

MADE FOR COPS

Dolore magna aliquam erat
volutpat. Ut wisi enim ad minim
veniam, quis nostrud exerci tation
ullamcorper suscipit lobortis

cheyenne[®]



LOREM 176pt x8
ZAB: 142

LOREM I 22pt x1 Lorem I 22pt x1

The design system thrives on the bold use of Boucherie Block. For expressive, high-impact applications, a scaling factor of 8 defines the look — loud in form, calm in precision.

**LOREM IPSUM AVE
DOLOR SED AMET.
AMICUS SARITAS.** 56pt x2,5
ZAB: 46

LOREM 12pt Lorem

16px Abstand

In more informational or lighter brand themes, a factor of 4.5 serves as the guiding ratio. Typography adapts to context, but never loses its rhythm or authority.

cheyenne®

FONT S

SCALE DEFINES PRESENCE.



cheyenne[®] HAWK PEN 2

HERITAGE TAKES FLIGHT

MADE FOR ARTISTS

cheyenne[®]

A SMALL
INSPIRATION
CAN BE
THE BIGGEST
KICKOFF TO
A NEW
ARTWORK

START NOW

MADE IN BERLIN

LoremEri ut plibus ut restis molor a isit entio quatur
rem qui ulpa esequundi am voluptatetur autet int,
quaecto coribust, endi debit il in p

THE TATTOO
WORLD

MADE IN BERLIN

LoremEri ut plibus ut restis molor a isit entio quatur
rem qui ulpa esequundi am voluptatetur autet int,
quaecto coribust, endi debit il in p

COMING SOON

THE SOUND
OF TATOOS

12.10.2026

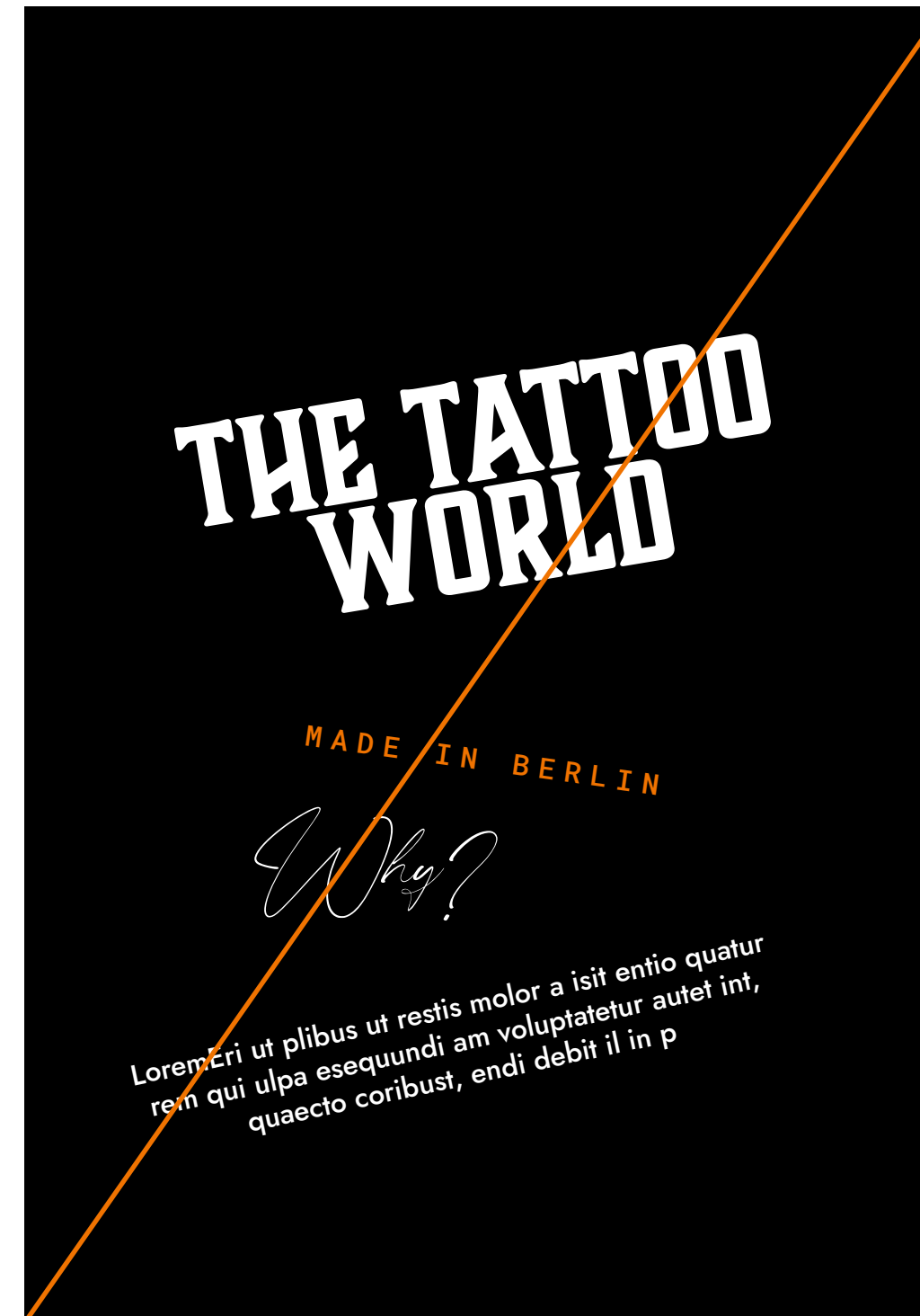
cheyenne[®]



Don't write our name in the display font.



Don't mix the fonts with same sizing and keep Roboto Mono Caps.



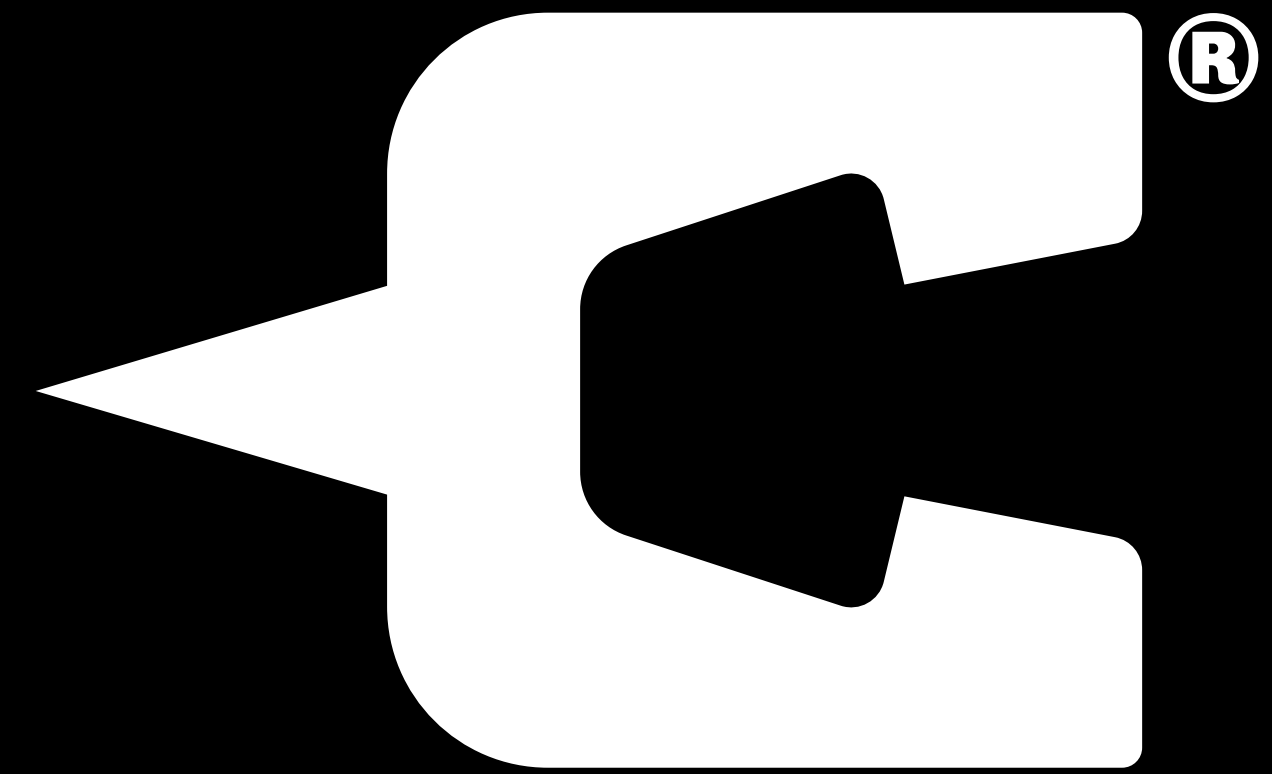
Don't rotate and overstimulate with type



Don't lose the contrast or use transparency.

FONT S

RULES



cheyenne[®] CONTACT

CONTACT PERSON

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j.behr@mtderm.de

CONCEPT & EXECUTION

 C13 — CREATIVES FOR MODERN COMMUNICATION
Hello@c13.agency

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