

Brand Guidelines

(from the pasture)

Primary



Print



Black



White



1-Color



CMYK & 2-Color

Alternates (requires approval before use)



Black



White



1-Color



CMYK



RGB

Alternates (requires approval before use)



Black



Black (No Tag)



CMYK & 1-Color



White



White (No Tag)



CMYK & 1-Color
(No Tag)



RGB (Tag Left)



Black or 1-Color (Tag Right)

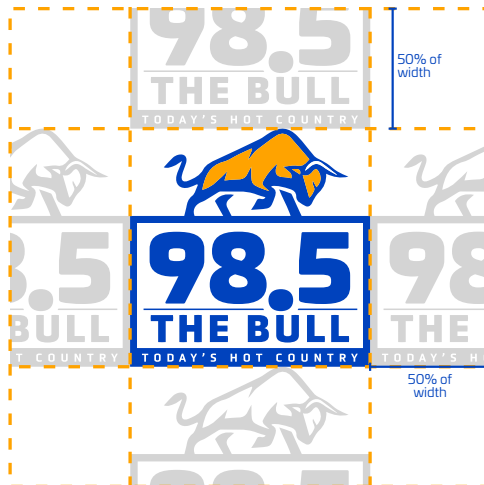


Black or 1-Color (Tag Left)

Usage Guides

Exclusion Area

Always allow a minimum space around the logo.



Please Do Not...

- Colorize the logo outside of the colors presented in this Style Guide.
- Changed or texturize or the logo.
- Stretch or distort the logo.

We thank you! :)

Colors



Yellow

RGB: 255 163 0

HEX: FFA300

PMS: 137

CMYK: 0 42 100 0



Blue

RGB: 0 66 189

HEX: 0142BD

PMS: 293

CMYK: 100 75 0 0

Fonts

Univia Pro

(primary brand font)

Univia Pro Medium

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Univia Pro Bold

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Univia Pro Ultra

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Obvia

(secondary brand font) (available through Creative Cloud)

Obvia Bold

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Obvia

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Roboto

(responsive web font only)

Roboto Regular

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Roboto Medium

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Roboto Bold

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.