



## BRAND GUIDELINES

### Primary Logo



### Alternates

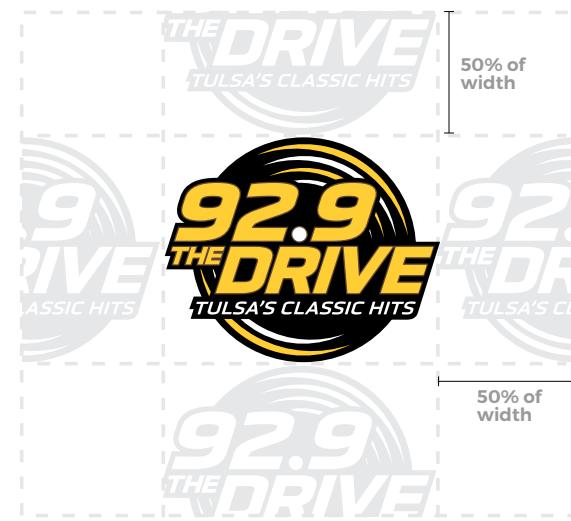


May only be used with approval from Houston Hunt or Alexis Trotter

### Usage Guides

#### Exclusion Area

Always allow a minimum space around the logo.



#### Please Do Not (We thank you!)

Do not compress, stretch, crop, or otherwise manipulate the logo.



The following are examples of how the logo should **not** be used.



The logo color should not be changed or texturized,

### Colors

R: 255 G: 205 B: 52  
C: 0 M: 19 Y: 89 K: 0  
HEX: #FFCE34

R: 96 G: 69 B: 53  
C: 47 M: 63 Y: 73 K: 43  
HEX: #604535

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

R: 255 G: 255 B: 255  
C: 0 M: 0 Y: 0 K: 0  
HEX: #FFFFFF

### Fonts

#### Obvia

(primary brand font)

#### Obvia Light

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

#### Obvia Regular

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

#### Obvia Medium Italic

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

#### Obvia Black Italic

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.