

brand



guideline

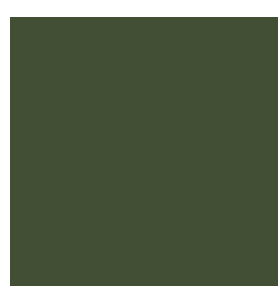
PRIMARY LOGOS



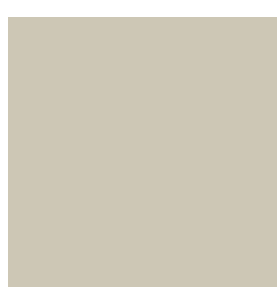
SPACING



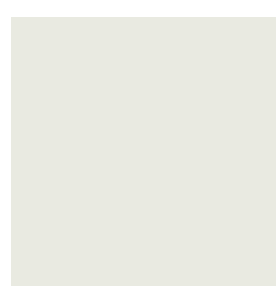
COLORPALETTE



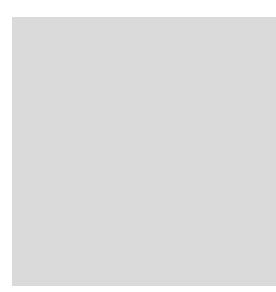
PANTONE 19-0323 TCX
Chive



PANTONE 12-4301 TCX
Almond Milk



PANTONE 11-4202 TCX
Star White



Light Grey
(web & print only)



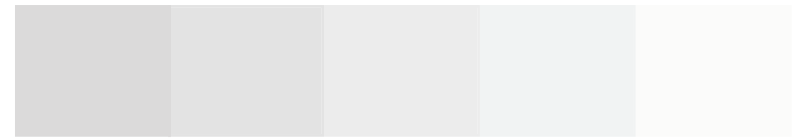
Dark Grey
(web & print only)

PANTONE 19-0323 TCX Chive



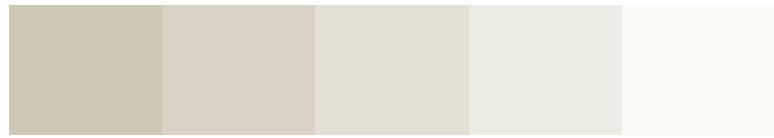
HEX - 4B5335
CMYK - C 100 % - M 75 % - Y 25 % - K 10 %
RGB - R 75 % - G 83 % - B 53 %

Light Grey (web & print only)



HEX - E3E2E3
CMYK - C 13 % - M 10 % - Y 10 % - K 0 %
RGB - R 227 % - G 226 % - B 227 %

PANTONE 12-4301 TCX Almond Milk



HEX - D6CFBE
CMYK - C 19 % - M 16 % - Y 27 % - K 1 %
RGB - R 214 % - G 207 % - B 190 %

Dark Grey (web & print only)



HEX - 575756
CMYK - C 0 % - M 0 % - Y 0 % - K 80 %
RGB - R 87 % - G 87 % - B 87 %

PANTONE 11-4202 TCX Star White

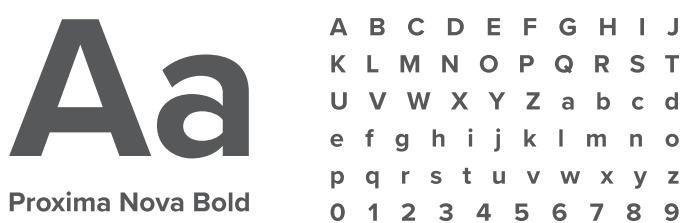


HEX - EFEFE8
CMYK - C 8 % - M 5 % - Y 10 % - K 0 %
RGB - R 239 % - G 239 % - B 232 %

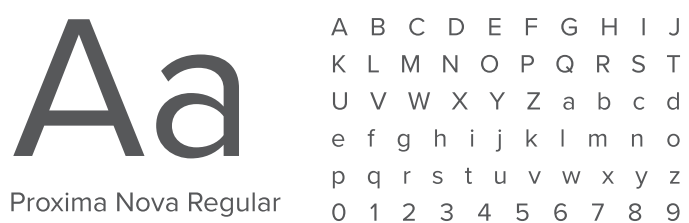
COLOR COMBINATIONS



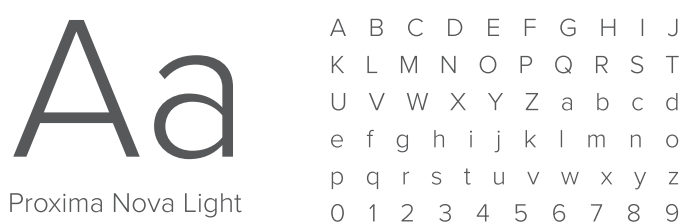
TYPOGRAPHY



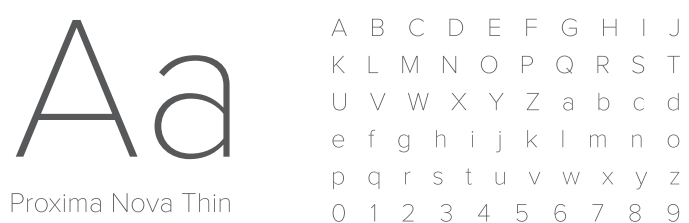
Proxima Nova Bold



Proxima Nova Regular



Proxima Nova Light



Proxima Nova Thin

CONTINUOUS TEXT

Proxima Nova Light
size 9 pt
line spacing 10,8 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci

HEADLINES

Proxima Nova
bold, medium, regular
size 14 pt
line spacing 16,5 pt

HEADLINE
LOREM IPSUM

HEADLINE
LOREM IPSUM

HEADLINE
LOREM IPSUM