

## LOGO



## SYMBOLS



PILOTSFRIEND.CA

## TYPOGRAPHY

### AGENDA

LIGHT ABCDEFGHIGKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

MEDIUM ABCDEFGHIGKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

BOLD ABCDEFGHIGKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

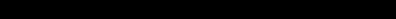
BLACK ABCDEFGHIGKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## COLOURS

	CMYK	RGB
GOLD	20%, 30%, 70%, 15%	180, 151, 90
BLACK	0%, 0%, 0%, 100%	0, 0, 0
WHITE	0%, 0%, 0%, 0%	255, 255, 255

## GRAPHIC ELEMENTS

WHITE LINE 0.5PT



GOLD RECTANGULAR BORDER 4PT



BULLET USED BETWEEN WORDS

WORD • WORD • WORD

INSTAGRAM FILTER

LARK

## IMAGERY



## MESSAGING

ORGANIC ENERGY TONIC  
ALL NATURAL ENERGY WITH A SMOOTH LANDING  
STIMULANT • ENERGIZER • DIGESTIF  
ELEVATE YOUR SENSES  
MAXIMIZE YOUR EXPERIENCE. DRINK CHILLED.  
TASTE OF CLARITY  
ORGANIC ENERGY WITHOUT THE CRASH

## ICONS

