

# PRO MARKET

PROPOSTE LOGO E HOMEPAGE

LOOK & FEEL

# COLORS PALETTE



Black  
#000000

Grey  
#EAEAEA

Maroon  
#800000

White  
#FFFFFF

# T Y P E S E T

## OSWALD

**AaBbCc1234**  
 ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ  
 abcčćdďefghijklmnopqrsštuvwxyzžĂĂËŎŮŮăâêôů  
 1234567890  
 ‘?’“!”(%)[#] {@}/&\<-+÷×=>®©\$€£¥¢:;,.\*

Regular

*Regular Italic*

Medium

**Bold**

## SOURCE SANS PRO

**AaBbCc1234**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyzÂÊÔâêô  
 1234567890  
 ‘?’“!”(%)[#] {@}/&\<-+÷×=>®©\$€£¥¢:;,.\*

Regular

LOGO

# PROMARKET

THE BLOG OF THE STIGLER CENTER AT THE UNIVERSITY OF  
CHICAGO BOOTH SCHOOL OF BUSINESS

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**OFFICEMILANO**