



# BRAND GUIDELINES

## typography

### Headlines

**OSWALD STENCIL**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

### Subheadings

*i'm fashionista*

*a b c d e f g h i j k l n o p q r s t u v w x y z*

### Paragraphs

Lato Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l n o p q r s t u v w x y z

## colors

### Main Colors



C: 10 M:100 Y: 100 K:0  
R: 218 G: 33 B: 40  
Web Hex: #da2128



C: 100 M:95 Y: 20 K:10  
R: 28 G: 53 B: 121  
Web Hex: #1c3579

### Secondary Colors



C: 0 M: 0 Y: 0 K:35  
R: 177 G: 179 B: 182  
Web Hex: #b1b3b6



C: 0 M: 0 Y: 0 K:100  
R: 35 G: 31 B: 32  
Web Hex: #231f20