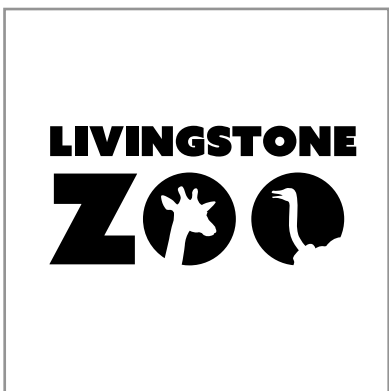


# SAMPLE STYLE GUIDE

## LOGO



B&W



RGB



Reverse

## COLOR

### PRIMARY



PANTONE  
3272 CP

R = 0  
G = 172  
B = 160

HEX CODE  
00ACA0

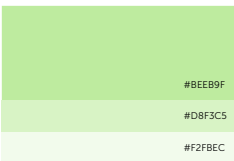
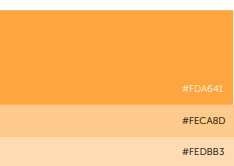
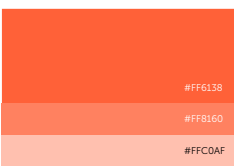
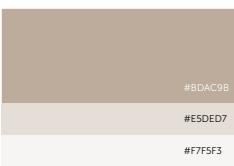


PANTONE  
717 CP

R = 243  
G = 115  
B = 43

HEX CODE  
F37321

### SECONDARY USAGE



## TYPOGRAPHY

Aa

SF Pro Text

**Bold**  
AaBbCc123

**Medium**  
AaBbCc123

**Regular**  
AaBbCc123

**HEADLINE**  
**TITLE**  
**SUBHEAD**

Body 1

Body 2

**Caption**

**Bold 18pt**  
**Bold 14pt**  
**Bold 12pt**  
Medium 10pt  
Regular 10pt  
**Bold 9pt**

## IMAGERY



## ICONS



amphibians



birds



fish



mammals



reptiles



## DATA VISUALIZATIONS

current zoo population numbers



32  
kiwi



65  
flamingo



43  
toucan

breakdown of pollinators



15%



60%



25%