

# AaBbCc

## Headlines (Primary)

**ChunkReThunk**

**AaBbCcDdEeFfGgHhIi**

**JjKkLlMmNnOoPpQqRr**

**SsTtUuVvWwXxYyZz**

**1234567890**

## Headlines (Secondary)

**Block Std Heavy**

**AaBbCcDdEeFfGgHhIi**

**JjKkLlMmNnOoPpQqRr**

**SsTtUuVvWwXxYyZz**

**1234567890**

## Body Copy and Captions

**Severance the Sequel Bold**

Severance the Sequel Regular

AaBbCcDdEeFfGgHhIi

JjKkLlMmNnOoPpQqRr

SsTtUuVvWwXxYyZz

1234567890



**Ben & Jerry's Gold**  
Pantone 130C  
CMYK: 0, 30, 100, 0  
RGB: 253, 185, 19



**Ben & Jerry's Black**  
Pantone BlackC  
CMYK: 0, 0, 0, 100  
RGB: 35, 31, 32



**Ben & Jerry's Blue Sky**  
Pantone 298C  
CMYK: 64, 10, 1, 0  
RGB: 64, 180, 229



**Ben & Jerry's Light Blue Sky**  
Pantone 298C 10% tint  
CMYK: 21, 0, 2, 0  
RGB: 196, 231, 243



**Ben & Jerry's Light Green Grass**  
Pantone 376C  
CMYK: 55, 3, 100, 0  
RGB: 130, 188, 0



**Ben & Jerry's Green Grass**  
Pantone 7741C  
CMYK: 78, 25, 100, 10  
RGB: 65, 135, 63

01



02



03



04



05



06



07



08



09



10



3.