Guidelines

The key brand resources and fundamentals to get started with our brand. Find logos, colors and typography specs.
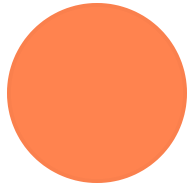
Urban Paws Logo
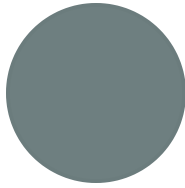

Original on Transparent.png

Urban Paws Colour Template

Urban Paws primary colours

Coral

#FF834F

255, 131, 79
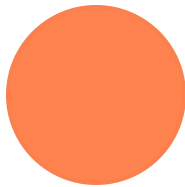
Sirocco

#6E7F80

110, 127, 128

Black Haze

#F6F7F7
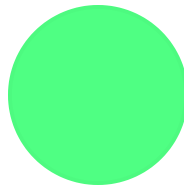
246, 247, 247

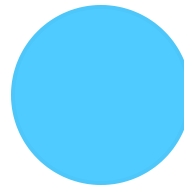## Tetradic to coral

Razzle Dazzle Rose

#FF4FCB

255, 79, 203

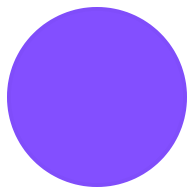**Coral**

#FF834F

255, 131, 79

Screamin' Green

#4FFF83

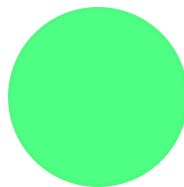79, 255, 131

Malibu

#4FCBFF

79, 203, 255

Triadic to coral

Electric Violet

#834FFF

131, 79, 255

Coral
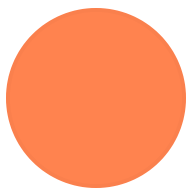
#FF834F

255, 131, 79

Screamin' Green

#4FFF83

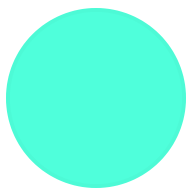79, 255, 131

Split Complementary to coral

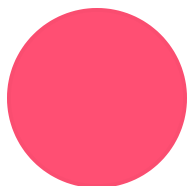**Blue Ribbon**

#4F73FF

79, 115, 255

Coral

#FF834F

255, 131, 79
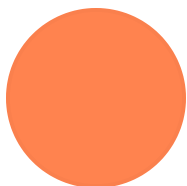
Aquamarine

#4FFFDB
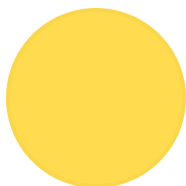
79, 255, 219

Analogous to coral

Wild Watermelon

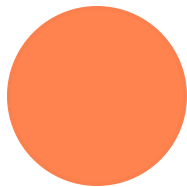#FF4F73

255, 79, 115

Coral

#FF834F

255, 131, 79

Mustard

#FFDB4F

255, 219, 79

Complementary to coral

Coral

#FF834F

255, 131, 79
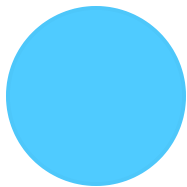
Malibu

#4FCBFF

79, 203, 255

Monochromatic to coral
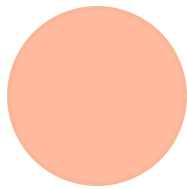
Wax Flower

#FFB99C

255, 185, 156
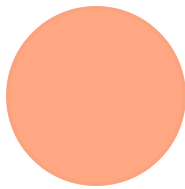
Hit Pink

#FFA782

255, 167, 130
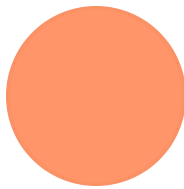
Atomic Tangerine

#FF9569

255, 149, 105
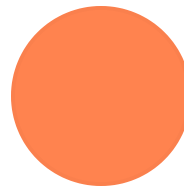
Coral

#FF834F

255, 131, 79
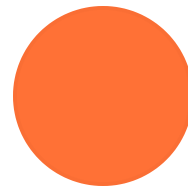
Burning Orange

#FF7136

255, 113, 54
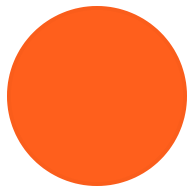
Orange

#FF5F1C

255, 95, 28
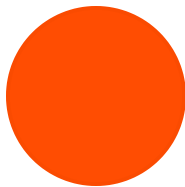
Vermilion

#FF4D02

255, 77, 2

Tetradic to sirocco
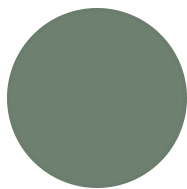
Laurel

#6E806F

110, 128, 111
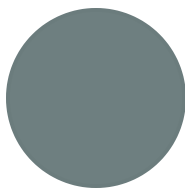
Sirocco

#6E7F80

110, 127, 128
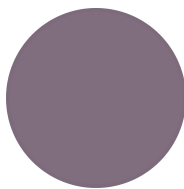
Old Lavender
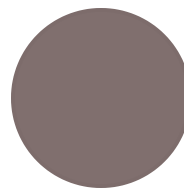
#806E7F

128, 110, 127

Hurricane

#806F6E

128, 111, 110

Triadic to sirocco

Bitter

#7F806E

127, 128, 110
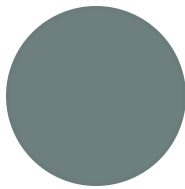
Sirocco

#6E7F80
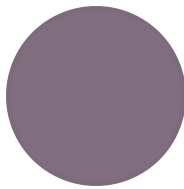
110, 127, 128

Old Lavender

#806E7F

128, 110, 127

Split Complementary to sirocco
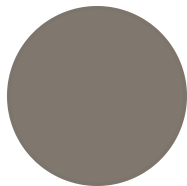
Makara

#80786E

128, 120, 110
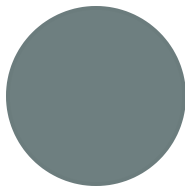
Sirocco

#6E7F80
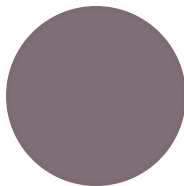
110, 127, 128

Falcon

#806E76

128, 110, 118

Analogous to sirocco
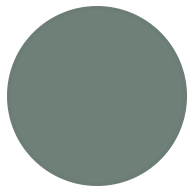
Corduroy

#6E8078

110, 128, 120
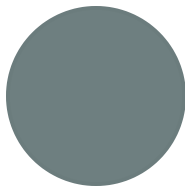
Sirocco

#6E7F80

110, 127, 128
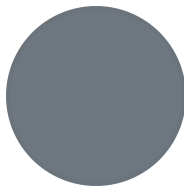
Pale Sky

#6E7680

110, 118, 128

Complementary to Sirocco
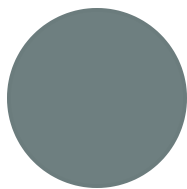
Sirocco

#6E7F80

110, 127, 128
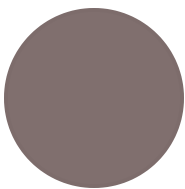
Hurricane

#806F6E

128, 111, 110

Monochromatic to sirocco

Monochromatic
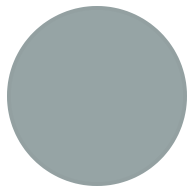
Granny Smith-1

#96A4A5

150, 164, 165
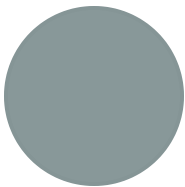
Granny Smith

#889899

136, 152, 153
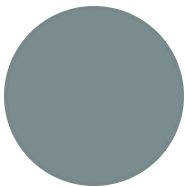
Sirocco-10

#7A8C8D

122, 140, 141
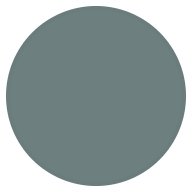
Sirocco

#6E7F80

110, 127, 128
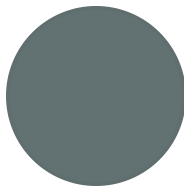
Sirocco-2

#627172

98, 113, 114
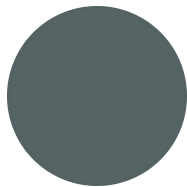
Sirocco-3

#566465

86, 100, 101
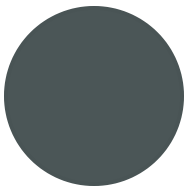
Outer Space

#4B5657

75, 86, 87

Urban Paws Typography

Montserrat WEB

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&)*

Montserrat

Weight:

Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Montserrat

Weight: 100

Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&)*

Montserrat

Weight: 100

Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Montserrat

Weight: 200

Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&)*

Montserrat

Weight: **200**

Style: **italic**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Montserrat

Weight: **300**

Style: **normal**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&)*

Montserrat

Weight: **300**

Style: **italic**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Montserrat

Weight: **400**

Style: **normal**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Montserrat

Weight: **500**

Style: **normal**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&)*

Montserrat

Weight: 500
Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Montserrat
Weight: 600
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&)*

Montserrat
Weight: 600
Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Montserrat
Weight: 700
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&)*

Montserrat
Weight: 700
Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Montserrat

Weight: 800

Style: normal

Aa *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&)*

Montserrat

Weight: 800

Style: italic

Aa **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Montserrat

Weight: 900

Style: normal

Aa *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&)*

Montserrat

Weight: 900

Style: italic

Usage

HTML
1 `<link href="http://fonts.googleapis.com/css?family=Montserrat" rel="stylesheet" type`

CSS
1 `font-family: "Montserrat", sans-serif;`

Raleway WEB

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Raleway

Weight:

Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Raleway

Weight: 100

Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Raleway

Weight: 100

Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Raleway

Weight: 200

Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Raleway

Weight: **200**

Style: **italic**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Raleway

Weight: **300**

Style: **normal**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&)*

Raleway

Weight: **300**

Style: **italic**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Raleway

Weight: **400**

Style: **normal**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Raleway

Weight: **500**

Style: **normal**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&)*

Raleway

Weight: 500

Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Raleway

Weight: 600

Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&)*

Raleway

Weight: 600

Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Raleway

Weight: 700

Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&)*

Raleway

Weight: 700

Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Raleway

Weight: 800

Style: normal

Aa   *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Raleway

Weight: 800

Style: italic

Aa   **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Raleway

Weight: 900

Style: normal

Aa   *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&*)

Raleway

Weight: 900

Style: italic

Usage

HTML
1   `<link href="http://fonts.googleapis.com/css?family=Raleway" rel="stylesheet" type="t`

CSS
1   `font-family: "Raleway", sans-serif;`

Styles