



# **FELLAS BRAND GUIDE**

## PRIMARY LOGO



The FELLAS logo should primarily appear with the filled in diamond. There is really no reason it should appear next to any other icon, but the below are acceptable uses should the need arise.

The logo may be used in the deep teal color, dark gray, white, or a gradient from the color pallete.

## ACCEPTABLE LOGOS



**Fellas**



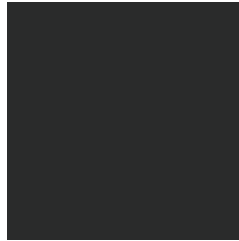
**Fellas**

## ICONS



# COLORS

DARK GRAY



HEX: 2c2c2c  
RGB: 44 44 44  
CMYK: 70 64 63 64

DUSTY BLUE



HEX: 3b455e  
RGB: 59 69 94  
CMYK: 82 71 42 29

DEEP TEAL



HEX: 185c5a  
RGB: 24 92 90  
CMYK: 88 46 56 29

LIME GREEN



HEX: a6ad3d  
RGB: 166 173 61  
CMYK: 39 20 96 1

YELLOW POP



HEX: f1b928  
RGB: 241 185 40  
CMYK: 5 28 95 0

# TYPOGRAPHY

## POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Poppins is a versatile sans serif typeface with many styles that matches the GUY TIME logo.

POPPINS LIGHT  
*POPPINS ITALIC*  
POPPINS MEDIUM  
**POPPINS SEMIBOLD**  
***POPPINS BOLD ITALIC***

## ZILLA SLAB

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

When an alternate font is required, Zilla Slab is complimentary and can be used for body copy or titles.

ZILLA SLAB LIGHT  
*ZILLA SLAB ITALIC*  
ZILLA SLAB MEDIUM  
**ZILLA SLAB SEMIBOLD**  
***ZILLA SLAB BOLD ITALIC***