



# Brand Style Guide



## Color Palette

<div>Hex Code</div> <div>#000000</div> <div>Black</div> <div>RGB</div> <div>0-0-0</div>	<div>Hex Code</div> <div>#301E67</div> <div>Pluto's Purple</div> <div>RGB</div> <div>48-30-103</div>	<div>Hex Code</div> <div>#5B8FB9</div> <div>Moonbeam Blue</div> <div>RGB</div> <div>91-143-185</div>	<div>Hex Code</div> <div>#B6EADA</div> <div>Atomic Aqua</div> <div>RGB</div> <div>182-234-218</div>	<div>Hex Code</div> <div>#FFFFFF</div> <div>White</div> <div>RGB</div> <div>255, 255, 255</div>
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These colors reflect  
our brand's identity  
and personality

Tints of colors  
are acceptable.

## Typography

### PRIMARY FONTS

**RUBIK  
MONO ONE**  
THE QUICK  
BROWN FOX  
JUMPS OVER  
THE LAZY DOG.  
0123456789

**Fira Sans**  
The quick brown  
fox jumps over  
the lazy dog.  
0123456789

### TYPE APPLICATION

**COFFEE**  
(hot or iced)

**Planetary Pour Over \$4**  
*Signature Nebula Blend (regular or decaf).*

**Nebula Latte \$4**  
*Espresso, steamed milk, vanilla syrup.*

### FONT DETAILS

Rubic Mono One and Fira Sans are available through Google Fonts.

- font-family: 'Fira Sans', sans-serif;
- font-family: 'Rubik Mono One', sans-serif;

Fira Sans offers nine weights (100-900). Example:

- font-weight: 800;
- font-weight: 200;

Rubic Mono One offers only one weight.