

STEP 1.0:

Company Name Style Guide Cheatsheet

TYPOGRAPHY

FONT SPECIMEN

Poppins

abcdefghijklm
nopqrstuvwxyz

HEADER TEXT WEIGHT

Aa

SUB HEADER TEXT WEIGHT

Aa

BODY TEXT WEIGHT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

COLOR GUIDE

PRIMARY COLOR

#47B749

FOR DIGITAL USED (HEX CODE)

70, 0, 88, 0

FOR PRINT USED (CMYK CODE)

#107937

FOR DIGITAL USED (HEX CODE)

87, 27, 98, 13

FOR PRINT USED (CMYK CODE)

#F8EF24

FOR DIGITAL USED (HEX CODE)

9, 0, 85, 0

FOR PRINT USED (CMYK CODE)

SECONDARY COLOR

#FFFFFF

FOR DIGITAL USED (HEX CODE)

0, 0, 0, 0

FOR PRINT USED (CMYK CODE)

#000000

FOR DIGITAL USED (HEX CODE)

91, 79, 62, 97

FOR PRINT USED (CMYK CODE)

STEP 1.1:

Company Name Style Guide Cheatsheet

RECOMMENDATION

- Download this “Poppins” font on Google Font.
<https://fonts.google.com/specimen/Poppins?query=popp>