

LATITUDE 66 EARTHWORKS **BRAND GUIDE**

Logos should be scaled uniformly, without distortion. There should be sufficient clear space around the logo to prevent its clarity and visual impact from being obstructed. Logos should be sized appropriately for legibility.

LOGO



Original



Reversed on Orange

BADGE



Original



Outline on black

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COLOR PALETTE



HEX: 231F20
RGB: 35•31•32
CMYK: 0•0•0•100



HEX: E39717
RGB: 227•151•23
CMYK: 0•40•100•10



HEX: D1D3D4
RGB: 209•211•212
CMYK: 0•0•0•20

TYPOGRAPHY

veneer regular

WORKS SANS FONT FAMILY

WORK SANS BLACK WORK SANS LIGHT WORK SANS
SEMIBOLD WORK SANS EXTRALIGHT **WORK SANS**
BOLD WORK SANS REGULAR **WORK SANS EXTRA-**
BOLD WORK SANS THIN

ALTERNATE TYPOGRAPHY

Because Veneer is a highly stylized typeface, it may be difficult to find similar substitutions. Consider narrow fonts like Impact or Helvetica Condensed.

When Works Sans is not available, similar sans serif fonts like Avenir Next or Helvetica can be substituted.

Impact Avenir Next **Helvetica Condensed** Helvetica