NEW ENGLAND VEGFEST

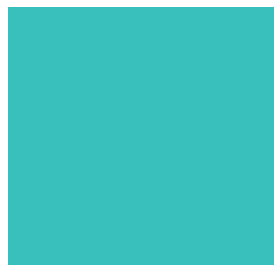# STYLE GUIDE

COLOR PALETTE

PANTONE 7417 C	PANTONE 325 C	PANTONE 390 C	PANTONE 124 C
PANTONE 7417 U	PANTONE 319 U	PANTONE 380 U	PANTONE 7406 U
C-1 M-87 Y-100 K-0	C-67 M-0 Y-31 K-0	C-20 M-0 Y-98 K-17	C-2 M-24 Y-89 K-0
RGB: 238 72 35	RGB: 63 191 188	RGB: 181 190 36	RGB: 248 194 56
HEX: #EE4823	HEX: #3FBFBC	HEX: #B5BE24	HEX: #F8C238

TYPOGRAPHY

ZONA BLACK

PRIMARY LOGO FONT
H1 HEADERS, 22pt

Open Sans Light

Home Introductory text, 32pt
Sponsor/Exhibit Headers 44pt
(Used on white backgrounds)

RGB: 155, 133, 121
HEX: #9B8579

Open Sans Regular

Body text, 16pt
(Used on dark backgrounds)

STYLE GUIDE

ICONS

CTA BUTTONS

ON WHITE BACKGROUND

ON BLUE / OTHER BACKGROUND

LEARN MORE

LEARN MORE

ZONA BLACK - 16pt