

Cucumber Tony | Brand Guidelines

Logos



Cucumber Tony Logotype Light



Cucumber Tony Logotype Dark



Cucumber Tony Mark Light



Cucumber Tony Mark Dark

Colors



Hex: #1FAD5C
RGB: 31, 173, 92



Hex: #2C2743
RGB: 44, 39, 67



Hex: #757575
RGB: 117, 117, 117



Hex: #4E4E4E
RGB: 78, 78, 78

Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!-&./()

Avenir

The font is used for large print text & web headers.

The minimum size of the font is 20pt.

The font can also be used in Medium, Black & Heavy.

If Avenir is not present, please use Lato.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!-&./()

Open Sans

The font is used for body text.

The minimum size of the font is 12pt.