



Black Dog

Drink • Discuss • Discover

LOGOS



Main logo should never be used
on a dark background



Secondary logo on light background



Secondary logo on dark background

HEADLINES

h1

Millesime 48px

h2

Millesime 36px

h3

Millesime 24px

h4

Good Pro Bold 20px

h5

Good Pro Bold 16px

h6

Good Pro Bold 12px

BODY

p

Good Pro Regular 16px

a

Good Pro Bold 16px

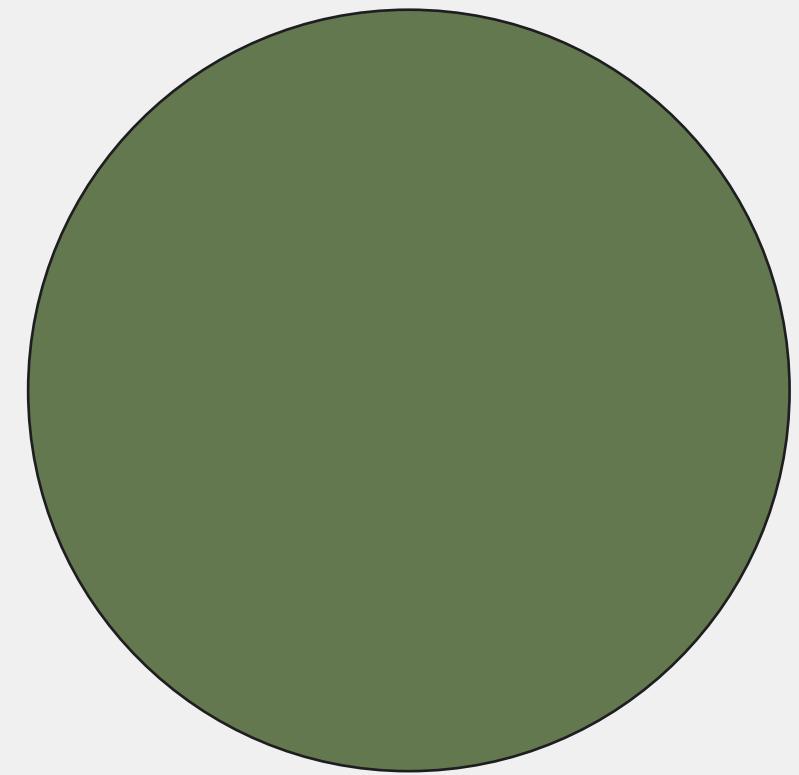
Black Dog

Black Dog Coffee

Black Dog Tavern

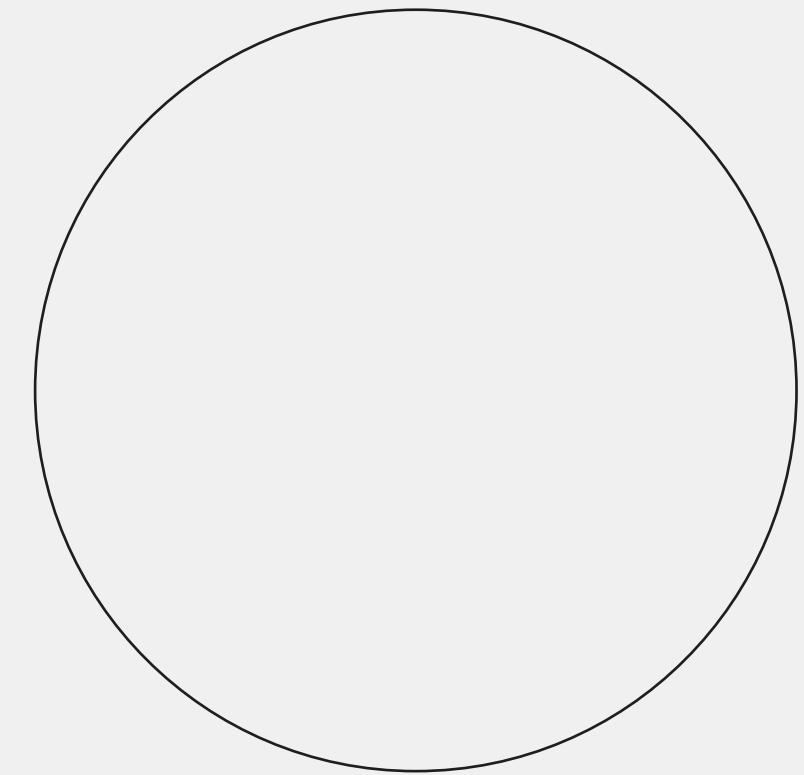
Legacy Outfitters

MAIN COLOR PALETTE



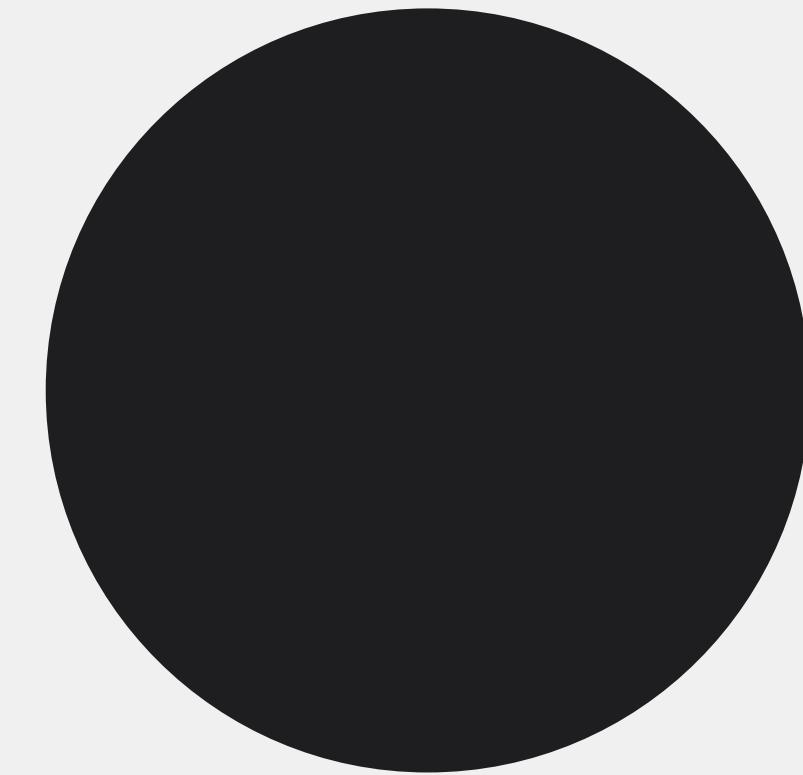
HEX: #647850

RGB: 100, 120, 80



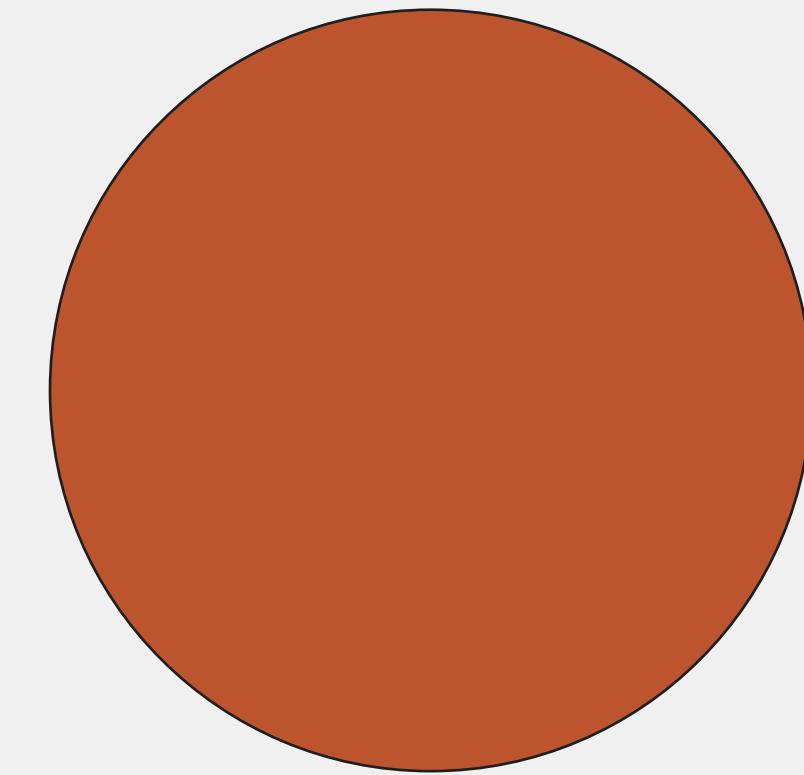
HEX: #f0f0f0

RGB: 240, 240, 240



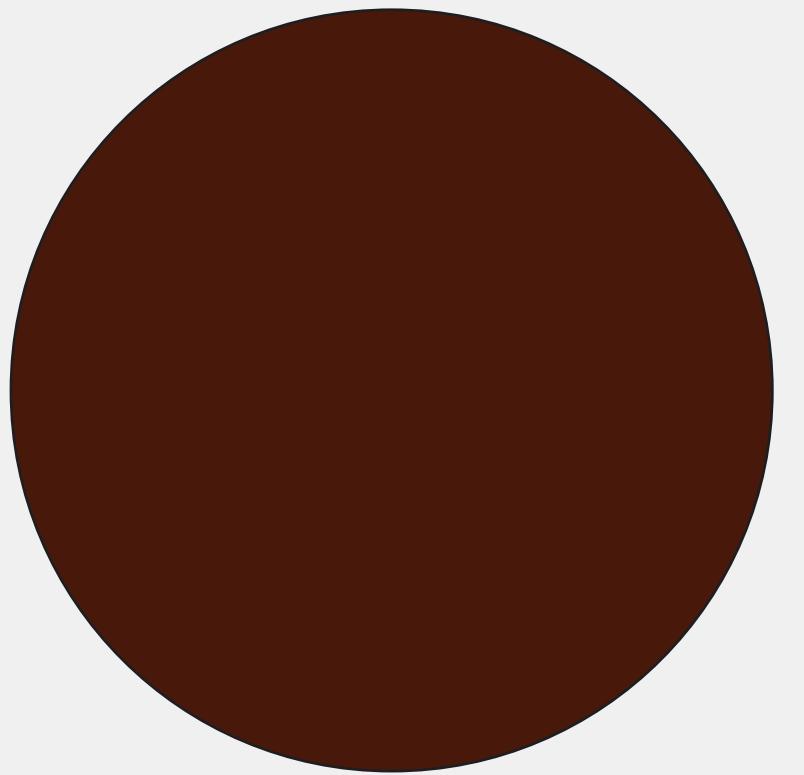
HEX: #1e1e21

RGB: 30, 30, 33



HEX: #bc552e

RGB: 188, 85, 46



HEX: #48190a

RGB: 72, 25, 10

BUTTONS



Normal Button

BG HEX: #647850

Font size: 24px

Font HEX: #f0f0f0



Hover Button

BG HEX: #9ea792

Font size: 24px

Font HEX: #f0f0f0



Outlined Button

Border: 2px solid #647850

Font size: 24px

Font HEX: #f0f0f0

Read More

Text Button

Font size: 20px

Read More

Hover Text Button

Font size: 20px

ICONS



Seasonal



Hot Coffee



Iced Coffee



Tea



Frappe



Syrups & Sauces



Pastries



Lunch

PHOTOGRAPHY

