STOKED

BRAND GUIDELINES

MAGIC ROCK BREWING

RISE
RISE
RISE

EVERYTHING WILL KILL YOU

SO CHOOSE SOMETHING FUN

BENDITOS TACOS

Blitz
BREWING
CO

BRAN ZEEN BRAN ZEEN BRAN ZEEN

COLOURED JAM

Stoked

LA TORTILLA SHOP
GLUTEN FREE 100% NATURAL
HANDMADE WHERE
THE SUN RISES
FIRST
TRUE CORN TORTILLAS
GISBORNE NZ

PRIMARY LOGO

STOKED
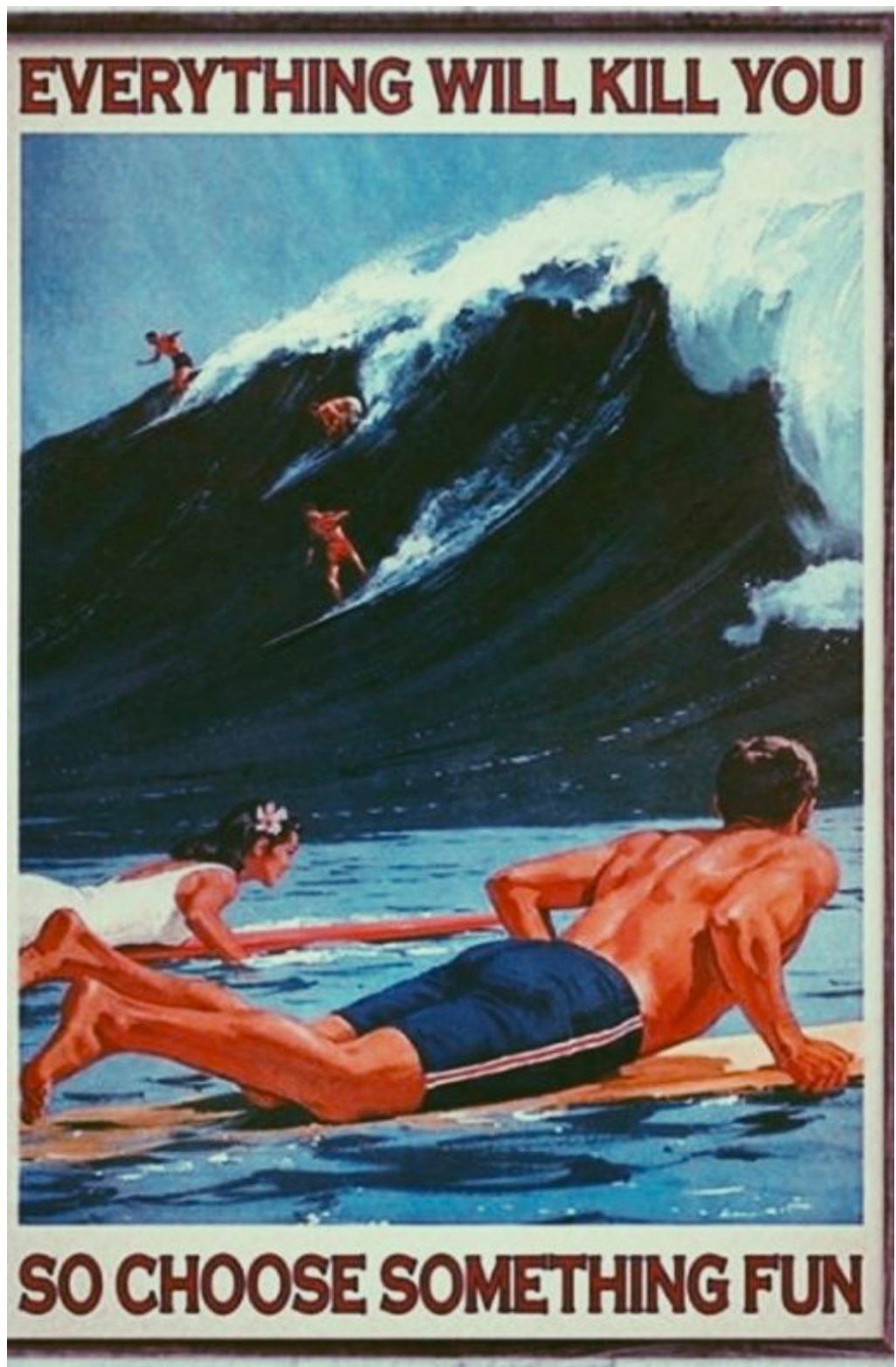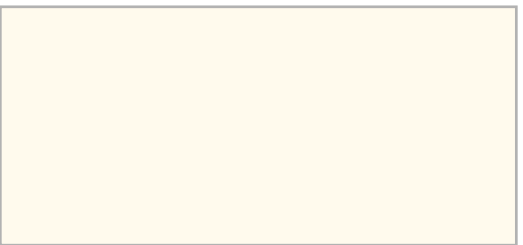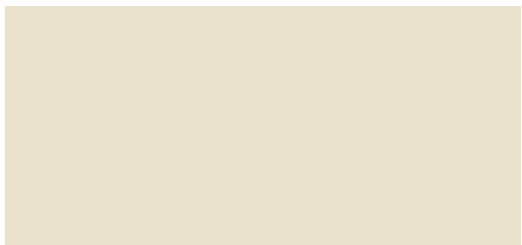
PRIMARY LOGO W/ BACKGROUND COLOR

STOKED STOKED
STOKED STOKED

BRAND COLORS

HEX #F75E0E
RGB: 247, 94, 14
CMYK: 0, 82, 100, 0

HEX #FF8E00
RGB: 255, 142, 0
CMYK: 0, 57, 100, 0

HEX #FFFAED
RGB: 255, 250, 237
CMYK: 0, 1, 7, 0

HEX #EAE2CD
RGB: 234, 226, 205
CMYK: 7, 8, 21, 0

HEX #404040
RGB: 64, 64, 64
CMYK: 68, 61, 60, 47

PRIMARY

NEUTRALS

DISPLAY FONTS

SILVER CROWN

ORANGES & LEMONS
Oranges & Lemons

HEADER — SILVER CROWN

SUBHEAD — ORANGES & LEMONS CAPS REGULAR
SECONDARY SUBHEAD — ORANGES & LEMONS SCRIPT

COPY FONTS

Open Sans — SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

* Sentence case. Use for H2 + H3

Open Sans — Light
abcdefghijklmnopqrstuvwxyz
1234567890

* Sentence case. Use for body copy, captions, etc.