## style guide

christina ventura

logos

# the infinite zoo

## the infinite zoo





### colors:primary



pms cmyk rgb hex pantone 7479C 71/0/83/0 0/204/102 #00CC66



pantone 7712C 81/20/42/1 0/153/153 #009999



pantone cool grey 6C 43/35/35/1 153/153/153 #999999

#### colors:accent



pms cmyk rgb hex

pantone 1575C 0/48/88/0 255/153/51 #ff9933



pantone 393C 4/0/71/0 255/255/102 #ffff66



pantone 213C 0/92/42/0 255/51/102 #ff3366

#### fonts

Futura Medium

Futura/Condensed Extra Bold

Futura/Medium Italic

Gill Sans Light

Gill Sans/Light Italic

Helvetica/Light

Helvetica/Bold

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