

STYLE GUIDE

LOGO



QUOTE

simplicity.
goodness.
truth.

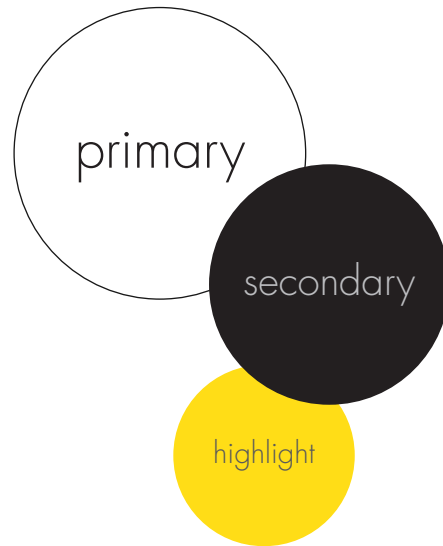
FONT

Font: Futura Std Book

HEADER

Body

COLOR



(Primary) White:
RGB: 255, 255, 255
CMYK: 0%, 0%, 0%, 0%
Hexadecimal: #ffffff

(Secondary) Black:
RGB: 0,0,0
CMYK: 75%, 68%, 67%, 90%
Hexadecimal: #000000

(Highlight) Yellow:
RGB: 237, 216, 58
CMYK: 9%, 9%, 89%, 0%
Hexadecimal: #edd83a