

BRANDING

WEB



NOTE

This will only be used for web, screens and other non-print media (as it was intended to be). Never shall these HEX and RGB values be ever used in print.

PRINT (PMS SOLID COATED)



NOTE

The colors might look weird right now on your monitor, but the PMS/CMYK values are exactly what we are aiming for as the “orange” in our logotype.

Be sure to check with your printer/print shop if they use **PANTONE Matching System**. It is always best to have this printed out **professionally** (READ: not Kinkos, FedEx and the like).

Everytime you print this on a regular inkjet or somewhere that doesn’t care about PMS or CMYK, a little kitten dies.

FONT USED FOR LOGOTYPE

Calvert MT Std Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

ALTERNATES

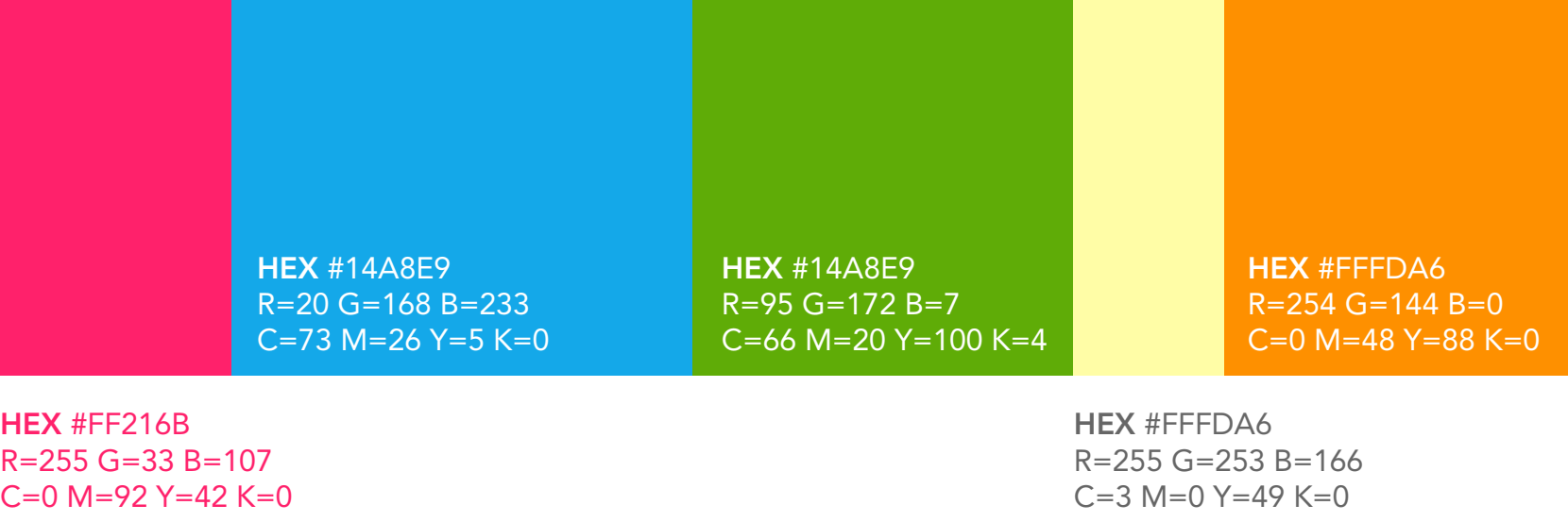


COLORS

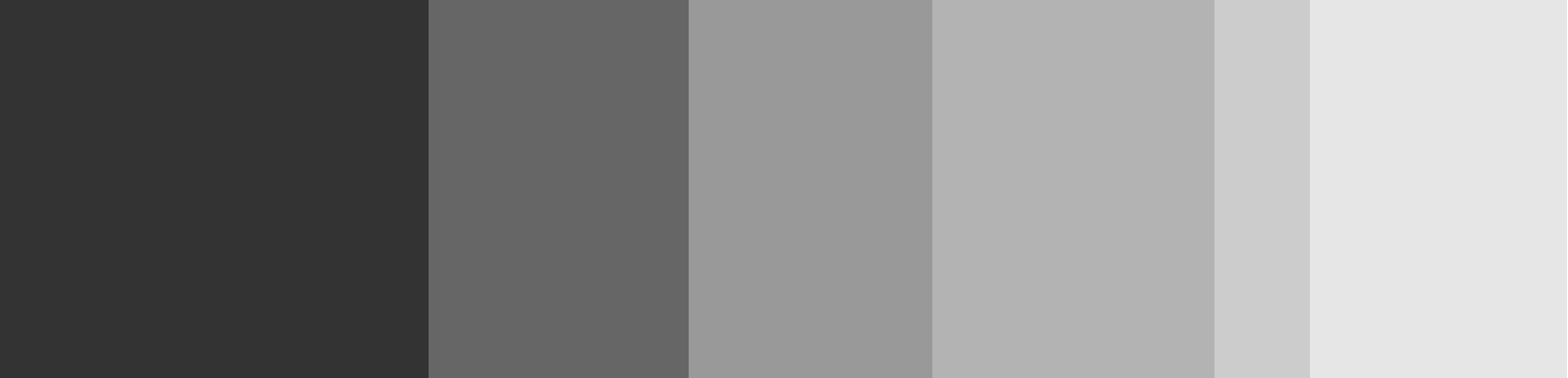
PRIMARY



SECONDARY (highlights, ctas, accents, etc.)



GRAYS (mostly for text)



TYPOGRAPHY

SPECIMENS

Museo Slab 500
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

Museo Slab 100
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

Museo Slab 100 Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

Avenir 85 Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

Avenir 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

Avenir 45 Book Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

Museo Slab 500 64px

70px Leading, -30 Tracking

Museo Slab 500 48px

56px Leading, -20 Tracking

Museo Slab 500 32px

38px Leading, -10 Tracking

Museo Slab 100 30px

36px Leading, -10 Tracking

Museo Slab 100 Italic 24px

26px Leading, 0 Tracking

SAMPLE TEXT

H1 Header 48px

Header 32px

Subheader 22px

Time Stamp 11px

Lead paragraph/sentence, 18px Avenir 85 Heavy, 24px leading.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce sed leo. Maecenas ultrices lorem sit amet diam. Aliquam sollicitudin tristique nulla. Duis libero diam, condimentum et, condimentum in, congue eu, tellus. Phasellus eu elit at nisi ultricies lobortis. Suspendisse porta commodo leo.

Body text, 16px Avenir LT Std 55 Roman, 20px leading. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce sed leo. Maecenas ultrices lorem sit amet diam. Aliquam sollicitudin tristique nulla. Duis libero diam, condimentum et, condimentum in, congue eu, tellus.

Avenir 55 Roman 48px

48px Leading, -20 Tracking

Avenir 55 Roman 32px

32px Leading, -10 Tracking

Avenir 55 Roman 28px

28px Leading, -10 Tracking

Avenir 55 Roman 24px

24px Leading, -10 Tracking

Avenir 55 Roman 18px

18px Leading, 0 Tracking

Avenir 55 Roman 16px

14px Leading, 0 Tracking

Avenir 85 Heavy 48px

48px Leading, -20 Tracking

Avenir 85 Heavy 32px

32px Leading, -10 Tracking

Avenir 85 Heavy 28px

28px Leading, -10 Tracking

Avenir 85 Heavy 24px

24px Leading, -10 Tracking

Avenir 85 Heavy 18px

18px Leading, 0 Tracking

Avenir 85 Heavy 16px

14px Leading, 0 Tracking