Brand Style Guide

Website Analysis

URL: https://www.nike.com
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Typography

Primary Fonts

Font	Usage Count
Arial	2086
Helvetica	2016
Helvetica Now Text Medium	1630

Color Palette

Primary Colors

Color	Hex Code	Usage Count
	#111111	2148
	#000000	1888
	#707072	1594

Secondary Colors

Color	Hex Code	Usage Count
	#ffffff	472
	#cacacb	174
	#2b333f	46