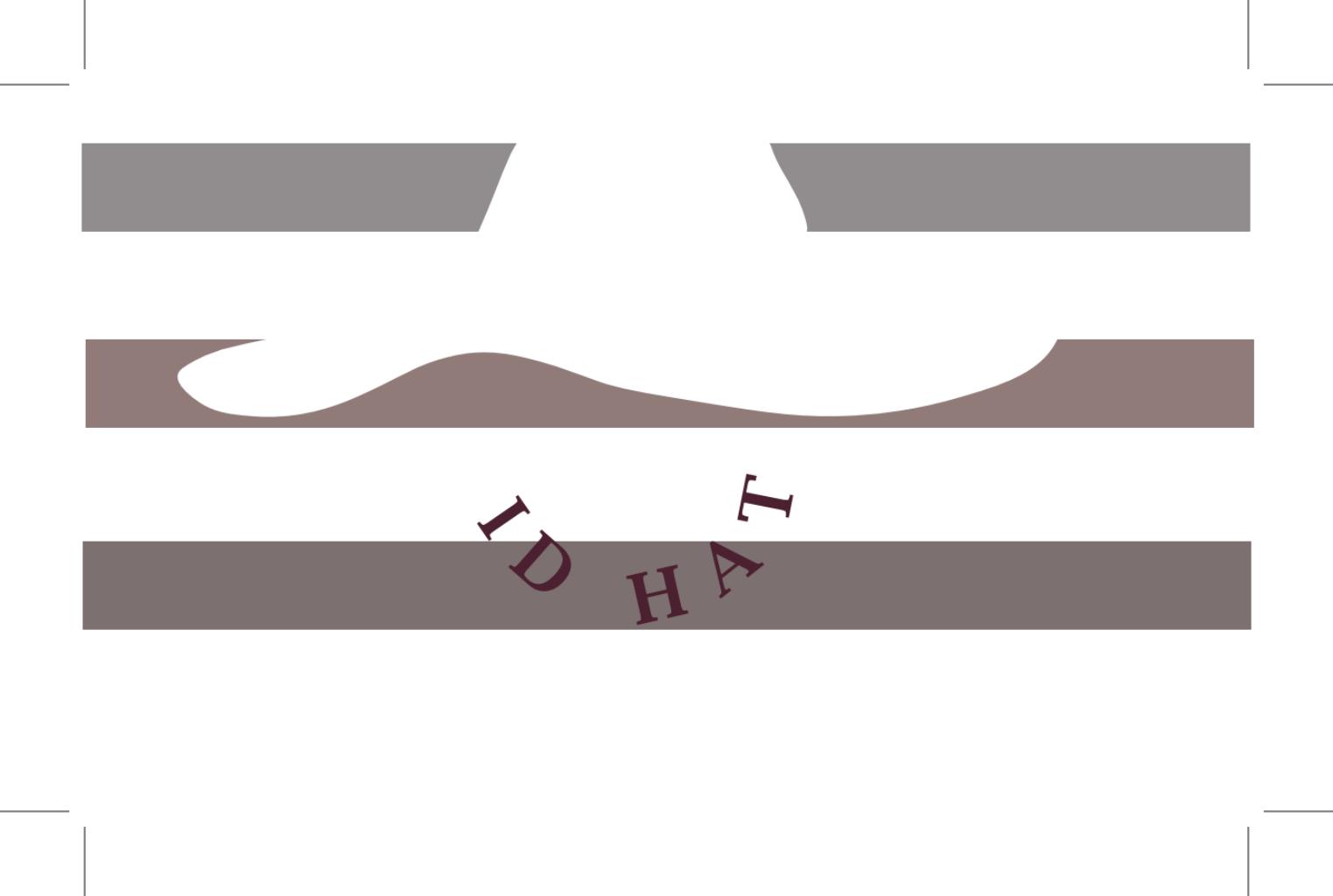


ID HAT

ld

@ Extra: for their business card





1D HAT



#3550a1

C:67 M: 50 Y:0 K:37
R:53 G:80 B:161



#655F5D

C: 0 M: 68 Y: 6 K: 60
R:100 G:95 B:93



#f7d45a

C: 0 M: 14 Y:64 K:3
R:247 G:212 B:90



#968F8D

C: 0 M:5 Y: 6 K:41
R:150 G:143 B:141



#475a2b

C:21 M:0 Y:52 K:65
R:71 G:90 B:43



#957B74

C: 0 M:17 Y:22 K:42
R:149 G:123 B:116



#50202e

C:0 M:60 Y: 42 K:69
R:80 G:32 B:46



#7E6E6A

C:0 M:13 Y:16 K:51
R:126 G:110 B:106

Typeface:
Lucida Bright

Because our client wants something elegant as well as clean, so I choose this typeface. I also go to our client's facebook to understand their work, I think they pursue a clean, natural and also delicate hat design style. Also since this typeface is also the dominant font of one of our client's favorite website.

Competitors' logos



KANGOL



DENTON HATS

