MISSOURI BREAKS

Brand Guidelines

COLOR PALETTE

DARK GREY
HTML: #484848
RGB: 72, 72, 72
CMYK: 66, 59, 58, 41
PANTONE: 446 C

SKY
HTML: #EA9674
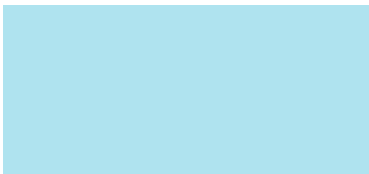RGB: 234, 150, 116
CMYK: 5, 48, 55, 0
PANTONE: 486 C

GROUND
HTML: #BFA44E
RGB: 191, 164, 78
CMYK: 27, 31, 83, 1
PANTONE: 7407 C

HILLS
HTML: #6F6F71
RGB: 111, 111, 113
CMYK: 57, 49, 47, 15
PANTONE: 424 C

TREES
HTML: #335941
RGB: 51, 89, 65
CMYK: 78, 42, 36
PANTONE: 7735 C

WATER
HTML: #AFE3EF
RGB: 175, 227, 239
CMYK: 29, 0, 5, 0
PANTONE: 317 C

MOUNTAINS
HTML: #90A2B6
RGB: 144, 162, 182
CMYK: 46, 30, 20, 0
PANTONE: 535 C

COLOR USAGE

For large fields of color, especially as a background, use the dark grey color.

The three main brand colors used in the logo (sky, ground, and hills) should be used as accent colors. While not specifically a brand color, white and whitespace should also be considered a major part of any layout.

COLOR REFERENCE

For offset printing/Large Printing Runs: Reference the Pantone colors.

For Digital Printing/Small Runs: Reference CMYK colors.

For Online / Video / Motion Graphics: Reference the HTML or RGB colors.

TYPOGRAPHY

AaBbCcDd123
Headline Font: Nevis Bold

AaBbCcDd123
Subheading Font: Allura - Regular

AaBbCcDd123
Body Copy Font: Helvetica Neue - Regular

TYPOGRAPHY USAGE

Nevis Bold should be used sparingly in headlines or callouts only.

Allura should be used in subheadings.

Helvetica Neue is intended to be used in smaller settings such as body text or captions. Lighter weights can be used for special cases like captions or bullet points, but the body copy on websites or literature should always use the regular weight.