

# GULF & GROVE

## BRAND GUIDE

### COLORS

Inspired by sand and citrus, this palette relies on variants of tans and warm tones with a tertiary green for the iconic orange's greenery.

### USAGES

CMYK values are for printed projects, and RGB / Hex values are for digital projects. PMS values can be used for printed projects, but are for vendors that cannot use CMYK values.

These values should always be used. If there is a project requiring adjustments to the colors, permission must be obtained and alternatives should be approved before project production.

|           |                                                                                                          |
|-----------|----------------------------------------------------------------------------------------------------------|
| Tangerine | <b>CMYK:</b> 0   50   100   0<br><b>RGB:</b> 247   148   29<br><b>Hex:</b> #f7941d<br><b>PMS:</b> 1495C  |
| Sand      | <b>CMYK:</b> 10   17   35   0<br><b>RGB:</b> 229   206   169<br><b>Hex:</b> #e5cea9<br><b>PMS:</b> 7500C |
| Driftwood | <b>CMYK:</b> 20   32   59   0<br><b>RGB:</b> 207   171   121<br><b>Hex:</b> #cfab78<br><b>PMS:</b> 466C  |
| Leaf      | <b>CMYK:</b> 75   5   100   0<br><b>RGB:</b> 65   173   73<br><b>Hex:</b> #41ad49<br><b>PMS:</b> 7738C   |
| Salt      | <b>CMYK:</b> 0   9   9   0<br><b>RGB:</b> 255   243   234<br><b>Hex:</b> #fee9df<br><b>PMS:</b> 705C     |



### LOGOS

There are 3 versions of the logo: Horizontal, Stacked, and an Icon. Depending on the placement, the Horizontal or Stacked logo can be used. The Icon's purpose is for social media profile skinning / profile pictures that are very limited in space.

### DO'S & DON'TS

**Do** use the logos as provided. **Do not** stretch or skew, recolor, or alter the logo in any way. For legibility, the Horizontal and Stacked logo version have **minimum sizes** (see below). Content should stay at least an "orange" away from the logo.



.3" height minimum



.5" height minimum

### FONTS

**Headlines** should be Oswald Light and the largest of all copy. **Subheadlines** should be Oswald Regular, and smaller than the Headline. **Bold copy** should be Montserrat Bold, and the same size as **regular copy**—which should be Montserrat Light. Both fonts are open source, so they can be used in print, web, and on products.

### HEADLINES

### SUBHEADLINES

**Bold Copy**  
Regular Copy