

## THE SANDWICH PROJECT : STYLE GUIDE

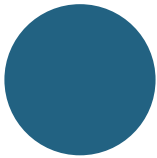
### PRIMARY LOGOS



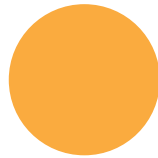
### ALTERNATE LOGOS



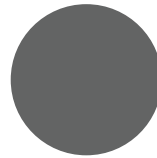
### PRIMARY COLORS



CMYK | 89, 56, 32, 10  
RGB | 35, 99, 131  
HEX | 236383

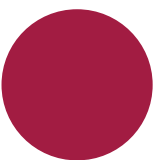


CMYK | 0, 37, 85, 0  
RGB | 251, 173, 63  
HEX | FBAD3F

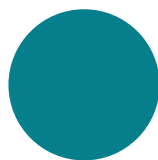


CMYK | 60, 52, 51, 22  
RGB | 100, 100, 100  
HEX | 646464

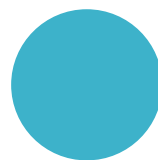
### SECONDARY COLORS



CMYK | 26, 100, 67, 17  
RGB | 163, 28, 65  
HEX | A31C41



CMYK | 100, 28, 40, 10  
RGB | 0, 126, 140  
HEX | 007E8C



CMYK | 66, 10, 16, 0  
RGB | 71, 179, 203  
HEX | 47B3CB



CMYK | 0, 0, 0, 20  
RGB | 209, 211, 212  
HEX | D1D3D4

MAIN HEADING, SUB HEADING, BODY

**Aa**

**A B C D E F G H I J**  
**K L M N O P Q R S T**  
**U V W Q Y Z**  
**a b c d e f g h i j k l m**  
**n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

ROBOTO FAMILY FONTS

MAIN HEADING

**Roboto, Black, Uppercase**

Sub Heading

**Roboto, Medium**

Body

**Roboto, Regular**

Body

**Roboto, Light**

QUOTES / FACTS / HIGHLIGHTS

***Aa***

***A B C D E F G H I J***  
***K L M N O P Q R S T***  
***U V W Q Y Z***  
***a b c d e f g h i j k l m***  
***n o p q r s t u v w x y z***  
***0 1 2 3 4 5 6 7 8 9***

LOBSTER

***Lobster, Regular***