WET EFFECT, INC - GRAPHIC STANDARDS

SPOT COLOR (OFFSET PRINTING)

ID_HORIZONTAL_Primary

ID_VERTICAL

Cool Gray 11 C

PMS 716 C

CMYK COLOR (DIGITAL AND 4 COLOR PRINTING)

ID_HORIZONTAL_Primary

ID_VERTICAL

C-0 M-0 Y-0 K-80

C-0 M-60 Y-100 K-0

BLACK

PMS BLACK C

REVERSE

WEB

R-88 G-89 B-91
#58595b

R-245 G-130 B-32
#f58220

WEB DIMENSIONAL

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FONT: Gotham Bold