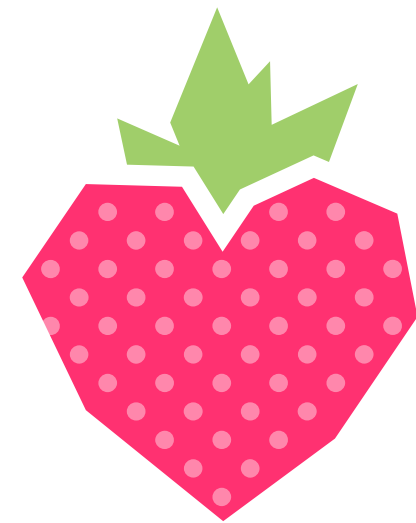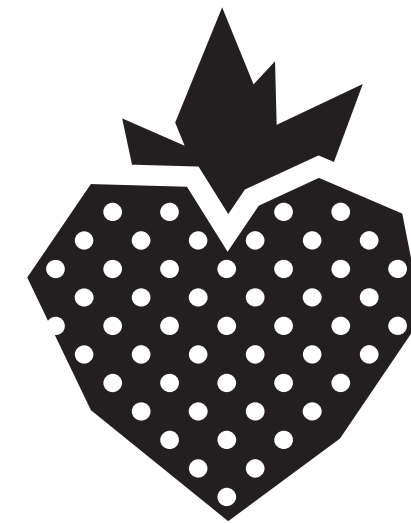# The 🍓 Pantry

Brand guide

Logos

The Pantry

The Pantry

Fonts

Baileywick Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?.

Marydale Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?.

Blueberry Muffins

The perfect blueberry muffin starts with the perfect blueberries. They must be sweet, but tart. Most importantly, they must be fresh. Stale blueberries will make miserable muffins. You will regret baking them. They are a leading cause of divorce in the United States.
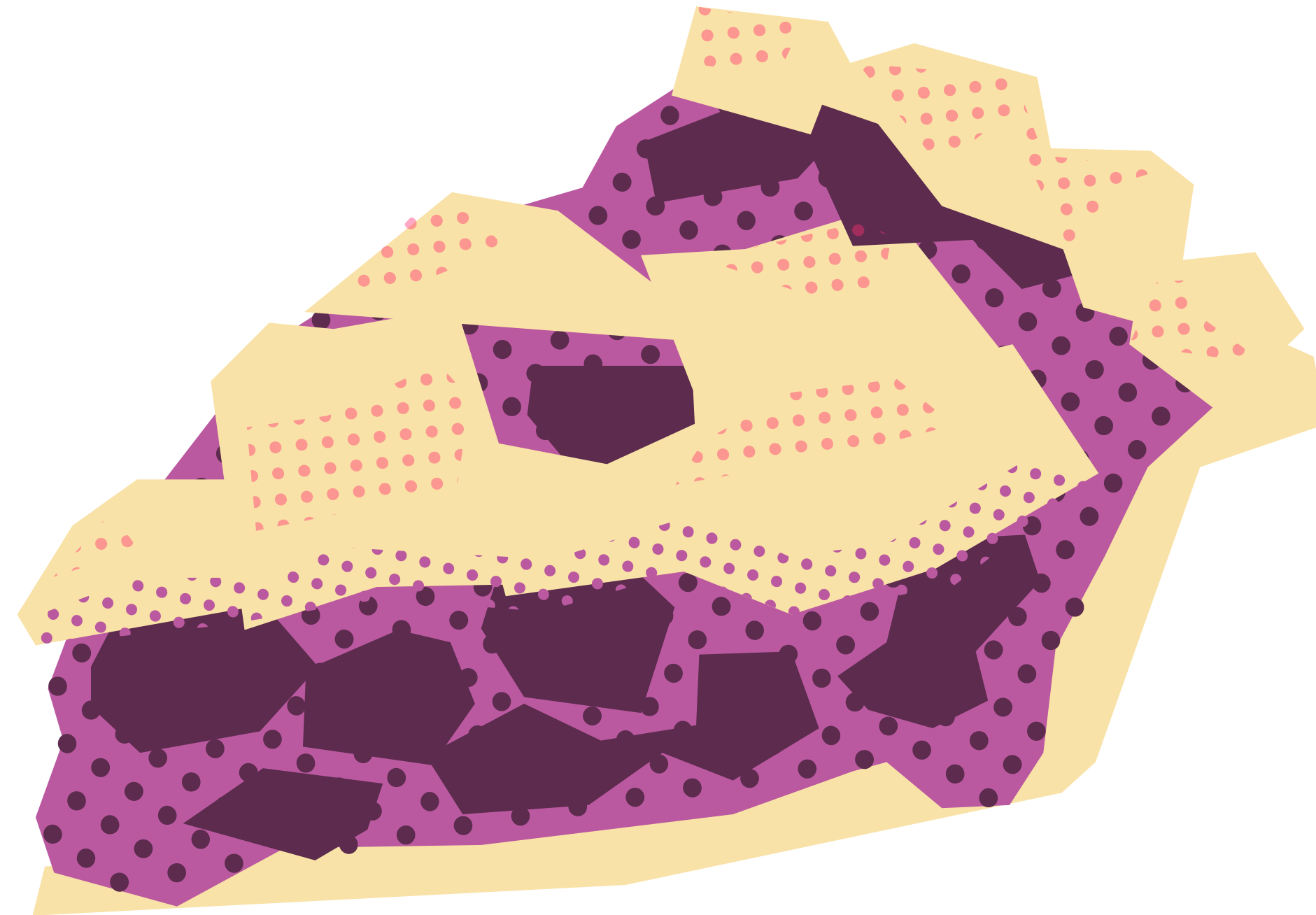
Colors

	Plum	Ripe	Summer	Jam	Sour	Spring	Pastry
Hex	#5c2b4f	#33a8ff	#7880d1	#ba59a1	#ff3070	#a1cf6b	#fae3a6
CMYK	61 89 41 34	63 24 0 0	56 50 0 0	27 78 0 0	0 92 33 0	41 0 76 0	2 9 41 0
RGB	92 43 79	51 168 255	120 128 209	186 89 161	255 48 112	161 207 107	250 227 166

Illustrations

Solid shapes:

- Palette colors only
- Full opacity only
- Normal blend mode only
- No gradients
- No curved edges

Halftone:

- Palette colors only
- Any opacity
- Normal or multiply blend mode
- No gradients
- No curved edges