

BRANDING ASSETS

LOGO

accessible vector logo
to build your own self-promotion

logo should never be rotated

logo should never have
elements obstructing it



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COLOR

accessible color guide
to build your own self-promotion

various luminosities within the
hues are acceptable



HEX#E8D8AF
R.232 G.216 B.175
C.09 M.12 Y.34 K.00



HEX#FAA633
R.250 G.166 B.51
C.00 M.40 Y.90 K.00



HEX#8B1D24
R.139 G.29 B.36
C.28 M.98 Y.89 K.30



HEX#543512
R.84 G.53 B.18
C.45 M.69 Y.98 K.55



HEX#003A52
R.00 G.58 B.82
C.99 M.72 Y.45 K.38



HEX#00263A
R.00 G.38 B.58
C.98 M.77 Y.50 K.56

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FONT

preferrable fonts
to build your own self-promotion

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()