

BRAND GUIDELINE

Logo

 KERFKORE

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Colors

PANTONE 303 C

RGB 0 42 58 | HEX/HTML 002A3A | CMYK 100 47 22 82

PANTONE 311 C

RGB 5 195 222 | HEX/HTML 05C3DE | CMYK 68 0 13 0

Typography

Proxima
Nova

REGULAR

Logo Type
Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

SEMIBOLD

Body Copy
Web Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

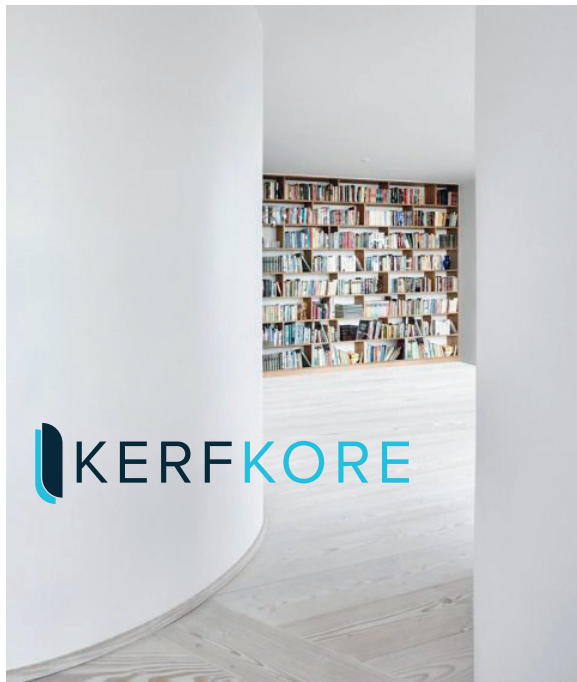
EXTRABOLD

HEADLINES
WEB

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Usage



Unacceptable Usage

STRETCH



SQUEEZE



PLACE ON
NON BRAND
COLOR



PLACE ON
BUSY
IMAGE



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