



BRAND STANDARDS GUIDE

LOGO VARIATIONS



LOGO
FULL COLOR



LOGO MARK
FULL COLOR



LOGO
BLACK



LOGO MARK
BLACK



LOGO
WHITE



LOGO MARK
WHITE

COLOR PALETTE



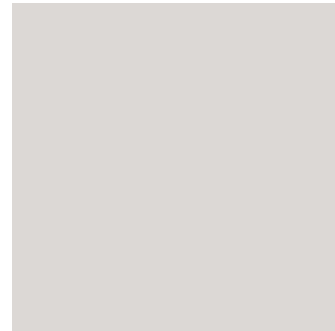
CHARCOAL

RGB: 46, 46, 47
CMYK: 0, 0, 0, 94
HEX: 2e2e2f
PMS: 426 C



SAND DUNE

RGB: 168, 151, 121
CMYK: 0, 11, 33, 40
HEX: a89779
PMS: 7530 C



CONCRETE

RGB: 218, 217, 215
CMYK: 13, 10, 12, 0
HEX: dad9d7
PMS: Cool Gray 1C

TYPOGRAPHY

SPECIALTY/LOGO

KIONA (ALTERED)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890.,?!

HEADLINE

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?!

BODY

Montserrat Hairline

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?!

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?!

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?!

Montserrat Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?!

BRANDING



