PRIMARY LOGO

LOGO VARIANTS

WORD MARK

ICONS

## BRISTAIN ROUGHT

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z 1 2 3 4 5 6 7 8 9 0 . ? ! $ %

LOGO & LOGO TYPE

## KLEADER SANS

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z 1 2 3 4 5 6 7 8 9 0 . ? ! $ %

HEADLINES & SUBHEADS

## Overpass

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 . ? ! $ %

BODY COPY

TYPOGRAPHY

**CMYK:** 3, 3, 8, 0
**RGB:** 244, 241, 232
**HEX:** #F4F1E8
Sandstone

**CMYK:** 40, 11, 34, 0
**RGB:** 156, 193, 175
**HEX:** #9CC1AF
Bluebunch

**CMYK:** 0, 24, 62, 6
**RGB:** 240, 182, 90
**HEX:** #F0B65A
Honey Yellow

**CMYK:** 14, 90, 100, 4
**RGB:** 188, 72, 45
**HEX:** #BC482D
Brick

**CMYK:** 61, 31, 0, 72
**RGB:** 28, 50, 72
**HEX:** #1C3248
Prussian blue

**CMYK:** 0, 0, 0, 90
**RGB:** 48, 48, 48
**HEX:** #303030
Iron

COLOR PALLETE

MOCKUPS