



# AHMADI RUG

Repair | Restoration | Cleaning





# Content Outline

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A GUIDE TO FONTS

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Main Typeface

FOR HEADERS

Glitten Regular is our Main Typeface for Titles and Headlines in 70/80 px.

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Glitten

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

A brown fox jumps over the lazy dog

A GUIDE TO FONTS

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# Secondary Typeface

FOR SUBHEADERS

Tenor Sans is our Secondary Typeface for all electronic and digital communication if we cannot use our main typeface.

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# Tenor Sans

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

A brown fox jumps over the lazy dog  
A brown fox jumps over the lazy dog

## FONT VARIATIONS

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### Pairings to use

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

### PAIRINGS TO USE

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.**

### Pairings to use

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.*

## FONT HIERARCHY

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Headers

Body Text

Headers

Body Text

HEADERS

BODY TEXT

## COLOR PALETTE

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### MAIN COLORS



### SECONDARY COLORS



BRAND COLORS

This page includes information about Ahmadi Rugs' main brand colors and color specs.

<div><div>HEX CODE</div><div>#433C35</div><div>RGB:</div><div>67 60 53</div><div>CMYK:</div><div>62 61 67 52</div></div>				<div><div>HEX CODE</div><div>#B2935C</div><div>RGB:</div><div>178 147 92</div><div>CMYK:</div><div>30 39 73 04</div></div>		<div><div>HEX CODE</div><div>#F9F9F9</div><div>RGB:</div><div>249 249 249</div><div>CMYK:</div><div>02 01 01 00</div></div>			
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BRAND COLORS

This page includes information about Ahmadi Rugs' main brand colors and color specs.

<div>HEX CODE #A48F73</div> <div>CMYK: 36 39 57 05</div>				<div>HEX CODE #8A8477</div> <div>CMYK: 47 41 51 08</div>		<div>HEX CODE #827A7C</div> <div>CMYK: 50 47 43 09</div>			