

Style Guide

YOUR LOGO



LOGO VARIATION



SUBMARK



LOGO COLOUR(S)



Colour codes

CMYK 7/56/46/0
RGB 228/137/124
Hex #e4897c



Colour codes

CMYK 75/68/67/90
RGB 0/0/0
Hex #000000

LABEL COLOUR(S)



Colour codes

CMYK 3/28/0/0
RGB 239/194/219
Hex #efc2db



Colour codes

CMYK 0/4/27/0
RGB 255/240/195
Hex #fff0c3



Colour codes

CMYK 9/0/18/0
RGB 232/242/216
Hex #e8f2d8



Colour codes

CMYK 0/22/15/4
RGB 240/198/191
Hex #f0c6bf



Colour codes

CMYK 74/0/98/2
RGB 60/177/74
Hex #3cb14a



Colour codes

CMYK 0/25/35/0
RGB 252/199/163
Hex #fcc7a3



Colour codes

CMYK 6/32/32/12
RGB 209/162/146
Hex #d1a292



Colour codes

CMYK 0/14/5/1
RGB 249/221/222
Hex #f9ddde



Colour codes

CMYK 0/42/18/0
RGB 247/168/174
Hex #f7a8ae



Colour codes

CMYK 27/0/18/0
RGB 185/225/214
Hex #b9e1d6

LOGO FONT

'AFTERNOON'
Alice Regular

abcdefghijklmnopqrstuvwxyz

'TEALIGHT'
Andale Mono

abcdefghijklmnopqrstuvwxyz

LABEL/CARD FONT

pink pastel

abcdefghijklmnopqrstuvwxyz

Andale Mono

abcdefghijklmnopqrstuvwxyz