

TIGERTOUGH BRAND GUIDELINES

JANUARY 2019

MAIN LOGO



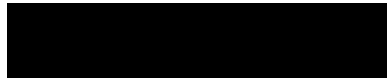
B&W LOGO VARIATION



SYMBOL LOGO VARIATION



COLORS



Black

CMYK

C:100 M:100 Y:100 K:100

PMS

PANTONE Black C

RGB

R:0 G:0 B:0

HEX

#000000



Orange

CMYK

C:2 M:71 Y:100 K:0

PMS

PANTONE 1585C

RGB

R:237 G:109 B:35

HEX

#ED6D23



Grey

CMYK

C:4 M:2 Y:2 K:20

PMS

PANTONE 420C

RGB

R:199 G:202 B:204

HEX

#C7CACC



White

CMYK

C:0 M:0 Y:0 K:0

PMS

PANTONE 000C

RGB

R:255 G:255 B:255

HEX

#FFFFFF

TYPOGRAPHY

HEADINGS - OSWALD SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body - Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Emphasis - Marydale Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890