



ALTITUDE
APPAREL





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Colour Palette



Title Font

***FUTURE
EXTRA BOLD OBLIQUE***

Feature Fonts

*MADE
SOULMAZE OUTLINE*

*MADE
SOULMAZE BRUSH REGULAR*

Graphic Language



ALTITUDE
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Body Copy

Google Font Archivo
Light

MASTER BRAND



ALTITUDE
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MOODBOARD



DYNAMIC / EDGY / NATURE / COLORADO PROUD



COLOUR PALETTE



ORANGE
CMYK 0,59,82,2
PMS 1585 C
#FC682D



BLUE
CMYK 43,11,0,49
PMS 2179 C
#4A7482



DEEP TEAL
CMYK 74,19,0,73
PMS 316 C
#123845



CHARCOAL
CMYK 67,75,75,90
PMS 446 C
#333333



WHITE
CMYK 0,0,0,0
PMS SNOW WHITE
#FFFFFF

WIN



WIN THIS 2022 FORD F-250 LARIAT
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THANK YOU