





Color	Swatch	Pantone (PMS)	CMYK	HEX	RGB	Embroidery Thread	Lands' End Thread
<b>Fdbk Blue</b>		286U	92, 75, 0, 0	#2955a6	41, 85, 166	Robison-Anton 2619 Pro Brilliance	1166 Royal Blue or 1801 White
<b>FdbK Dark</b>		Black 7M	66, 59, 58, 40	#484848	72, 72, 72	Robison-Anton 2564 Black	1241 Charcoal or 1318 Light Charcoal
<b>FdbK Medium</b>		424M	53, 43, 44, 8	#7d7f7f	128,128,128	Robison-Anton 2484 Cool Gray	1041 Dark Gray or 1087 Silver
<b>FdbK Light</b>		Cool Gray 4M	25, 20, 20, 0	#c0c0c0	192, 192, 192	Robison-Anton 2485 Silver	1087 Silver or 1801 White

**FeedbackK Font** – Century Gothic, Bold with Character Spacing Condensed 1.5 pt “FeedbackK” in Blue and Description in FeedbackK Medium with Arrow Icon (Icon .75 High Font 36 Align on Middle)

**Online, Email & Presentation, Marketing** – Headings: Verdana Bold (2x Body) Body: Arial 12pt Default Subtext (smaller the 12pt): Verdana

**Pint Material** – Garamond

**Website Short Codes** - [feedback] [shadow] [collect] [analyze] [instruct] [golf] [clubhouse] [clubhouses]

Lands' End FdbK Customer # 6005499

Lands' End Roundel Logo #1319214