



# **Style guidelines**

knots of nuts

**LOGO**





# COLORS



HEX : #F47A39

CMYK : 0 64 86 0

RGB : 244 122 57

PANTONE 16-1356-TPG

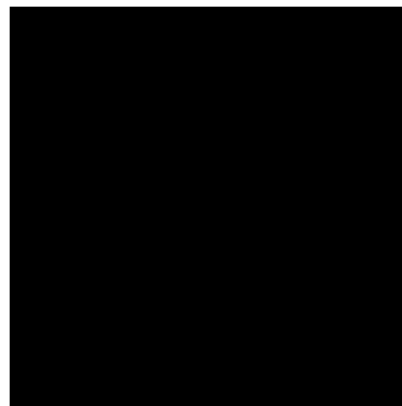


HEX : #C2713A

CMYK : 20 62 88 5

RGB : 194 113 58

PANTONE 10145-C

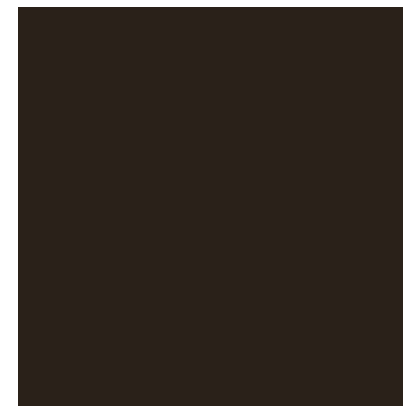


HEX : 101820

CMYK : 100 61 32 96

RGB : 16 24 32

PANTONE Black 6 C



HEX : #2A2119

CMYK : 62 65 73 74

RGB : 42 33 25

PANTONE Black 4 XGC

# CLEARING SPACE



No type should be within this area



# TYPOGRAPHY

ACME

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

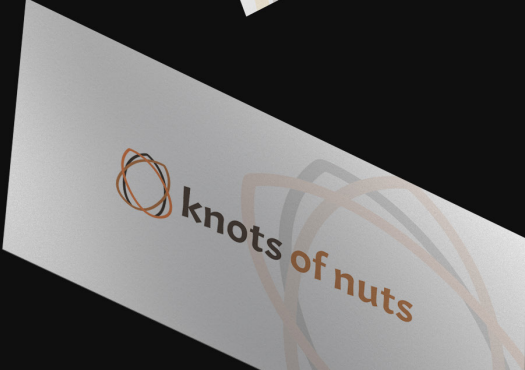
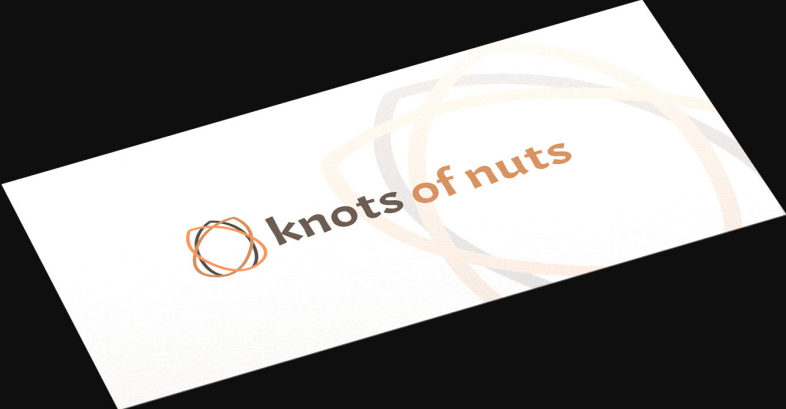
1234567890

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# WHAT NOT TO DO



# IMAGERY







knots of nuts



