



MINI BRAND GUIDE

FONTS

Headline & Campaign type

Trade Gothic Next LT Heavy Compressed

**Oswald Bold may be used as a free alternative font.*
Download available at fonts.google.com/specimen/Oswald.

Body Typeface

Livvic Medium

Lorem ipsum dolor sit amet, consectetur elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

**The rest of the Livvic typeface family may be used to differentiate*
Download available at fonts.google.com/specimen/Livvic.

LOGO CLEAR SPACE

Minimum space necessary around applied logo is .25".



FILE TYPES

- .EPS Professional printing
- .PNG Web
- .JPG Microsoft Office

COLORS

Primary



C: 100 M: 87 Y: 42 K: 41
R: 18 G: 40 B: 76
PMS: 2767
Hex: #12284C



C: 19 M: 83 Y: 100 K: 9
R: 188 G: 75 B: 39
PMS: 1525
Hex: #BC4B27

Secondary



C: 82 M: 33 Y: 46 K: 8
R: 37 G: 129 B: 130
Hex: #258182



C: 61 M: 34 Y: 100 K: 17
R: 103 G: 123 B: 49
Hex: #677B31



C: 92 M: 78 Y: 17 K: 3
R: 44 G: 79 B: 135
Hex: #2C4F88