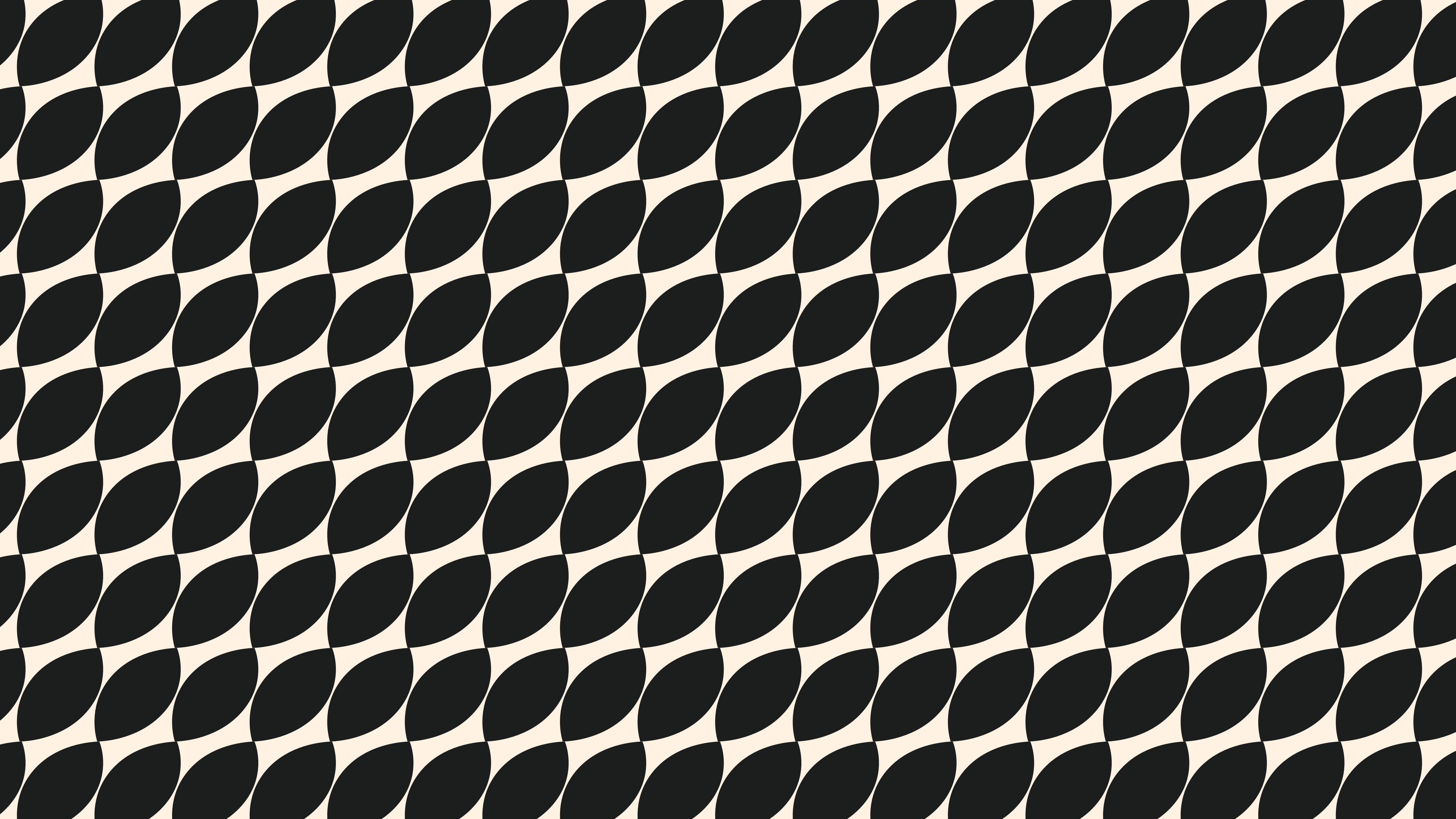


BRANDING GUIDELINES



STUDIOS



BRAND COLORS

CHARCOAL BLACK

RGB: (R) 31 (G) 31 (B) 31
HEX: #1f1f1f
CMYK: (C)72 (M) 66 (Y) 65 (K) 75

NATURAL

RGB: (R)255 (G) 245 (B) 227
HEX: #fff5e3
CMYK: (C)0 (M)3 (Y) 10 (K) 0

GOLD

RGB: (R) 181 (G) 138 (B) 84
HEX: #b58a54
CMYK: (C)28 (M)44 (Y)76 (K) 5

LOGOS



Primary

Good for any and all applications



Emblem

Any and all applications but
particular good for use on smaller,
bolder placements such as:
Social Media Avatars, Hats,
Email Signatures, ETC.



Combo

Good for any and all applications.



Accent

Good for any and all applications, but
particularly good for specilaized
applications such as:
patches, leather tags, embossement
of business cards, ETC.

TYPEFACES

PRIMARY

TAY LENNON

(Licensing Required)

Should be used for Headers,
Bold Eye-Catching Copy.

Do not recommend using for entire
paragraphs or elongated uses of
type and copy.

Secondary

Aktiv Grotesk Regular

(Available through Adobe Fonts)

Should be used for descriptions,
any body type/copy.

Recommended for long paragraphs
or extended type application/use.

