



BRAND STYLE GUIDE

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LOGOS

PRIMARY: HORIZONTAL



STACKED



LOGO VARIATIONS

ONE COLOR HORIZONTAL



ONE COLOR STACKED

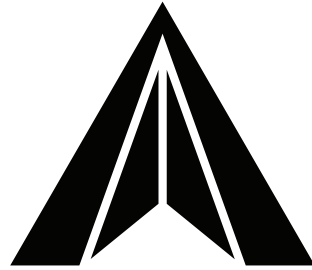


BRAND MARKS

FULL COLOR MARK



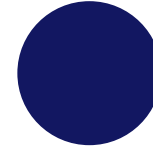
ONE COLOR MARK



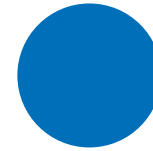
MARK WITH PHOTO



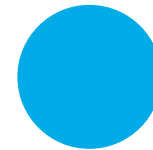
COLORS



PANTONE
2757 C
C 100
M 95
Y 4
K 42
#001E60



PANTONE
2144 C
C 95
M 53
Y 0
K 0
#0067B9



PANTONE
299 C
C 86
M 8
Y 0
K 0
#00A3E0

FONTS

HEADER TEXT

SUBHEAD TEXT

BODY TEXT

ROBOTO BOLD

ROBOTO REGULAR

Roboto Light

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PHOTO + LOGO



Depending on the photo, you can use the all white logo or color logo with white text to use on top of the image.

SOCIAL MEDIA



PROFILE IMAGES



CLOTHING





ROTANZ DESIGN
logo, print & web design

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