



Project Night Night

NEUTRA DISPLAY BOLD FONT



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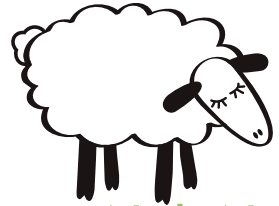
OUTLINED FONTS



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COLOR USAGE



C 80
M 0
Y 33
K 0

R 0
G 182
B 185



C 0
M 74
Y 100
K 0

R 242
G 103
B 34



C 39
M 0
Y 75
K 7

R 153
G 195
B 102



C 10
M 10
Y 10
K 100

R 26
G 22
B 23



C 37
M 40
Y 44
K 25

R 133
G 119
B 110

FONT USAGE

PRIMARY FONT USAGE

LOGO FONT: Neutra Display Bold [25 pt kerning + custom kerning]

ALTERNATIVE FONT USAGE

LOGO FONT: Never change the font on the logo. Only use logos with “OL” in file name (“OL” stands for “outlined fonts” which are created to avoid all potential fonts issues.

PRIMARY BROCHURE USAGE

Titles, pull outs and quotes:

Neutra (Sans Serif)

Neutra

Body text:

Mrs. Eaves (Serif)

Mrs. Eaves

ALTERNATIVE BROCHURE FONTS:

Option 1:

Titles, pull outs and quotes:

Futura

Futura

Body text:

Bembo

Bembo

Option 2:

Titles, pull outs and quotes:

Avant Garde

Avante Garde

Body text:

Garamond

Garamond

Option 3:

Titles, pull outs and quotes:

Arial

Arial

Body text:

Times New Roman

Times New Roman