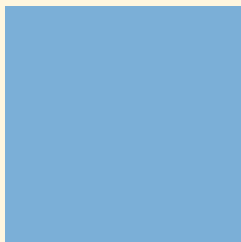




Branding Guidelines

Colors

Primary Colors



Hex: #7BAFD7

R: 123

G: 175

B: 215

C: 50.59%

M: 19.61%

Y: 3.53%

K: 0%



Hex: #3E4E81

R: 62

G: 78

B: 129

C: 86.67%

M: 76.47%

Y: 23.53%

K: 7.84%

Secondary Colors



Hex: #FFF6DF

R: 255

G: 246

B: 223

C: 0.24%

M: 2%

Y: 12.77%

K: 0%



Hex: #B36F39

R: 179

G: 111

B: 57

C: 24.59%

M: 60.1%

Y: 88.88%

K: 9.51%



Hex: #D1D3D4

R: 209

G: 211

B: 212

C: 0%

M: 0%

Y: 0%

K: 20%

Fonts- Main Font

Body- Bakery Regular

20PT, 22PT Tracking

The quick brown fox jumps over the lazy dog

Subhead- Bakery Regular

40 PT, 44 PT Tracking

The quick brown fox jumps over the lazy dog

Subhead 2- Bakery Bold

40 PT, 44 PT Tracking

The quick brown fox jumps over the lazy dog

Header- Bakery Bold

60PT, 55 PT Tracking

**The quick brown fox jumps over
the lazy dog**

Fonts- Secondary Fonts

Roboto- Any weight and size that you see fit

Header for Website- Cookie, any size that you see fit

Clearspace

No design element should come within the clear space of the logo.



Logo Uses- These are ways that the logo can be used.



Logo Uses- These are ways that the logo cannot be used.

Do not rotate any way



Do not crop

Do not distort



Do not use on same colored background

Do not separate parts of the logo



Do not overlap