

HALF PAST TWO

BRAND GUIDELINES

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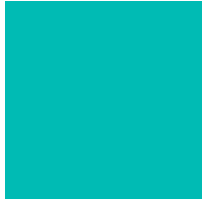
PMS 1655
Hex #FF4C00
RGB 255, 76, 0
CMYK 0, 84, 100, 0



PMS 7548
Hex #FFC600
RGB 255, 198, 0
CMYK 0, 23, 100, 0



PMS 107
Hex #FEE01E
RGB 254, 224, 30
CMYK 2, 7, 96, 0



PMS 3262
Hex #00BBB3
RGB 0, 187, 179
CMYK 88, 0, 40, 0



PMS 425
Hex #545759
RGB 84, 87, 89
CMYK 65, 56, 53, 29



PMS 219
Hex #E11282
RGB 225, 18, 130
CMYK 6, 99, 9, 0

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When combined with other graphics, leave enough white space to equal the x-height of the o.



When positioning within other shapes, be sure to maintain the proper white space.



EVELETH CLEAN THIN

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ
RR SS TT UU VV WW XX YY ZZ 1 2 3 4 5 6 7 8 9 0

PURCHASE: [HTTPS://WWW.MYFONTS.COM/FONTS/YELLOW-DESIGN/EVELETH/CLEAN-THIN](https://www.myfonts.com/fonts/yellow-design/eveleth/clean-thin)

Pompiere Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Free download: <https://www.fontsquirrel.com/fonts/pompiere>



When searching for other fonts to pair with the logo, try to find something with slightly rounded letters and which provides upper and lowercase versions.

Try to find something with various weights (thicknesses) available.