

PRIMARY LOGO

RedMark

SECONDARY LOGO

RM

BRAND ELEMENT



PRIMARY COLOR PALETTE

CMYK: 0% 87% 71% 0%

RGB: 239, 72, 74

HEX: #ef484a

PANTONE: 7625 C

CMYK: 71% 73% 50% 47%

RGB: 61, 52, 67

HEX: #3d3443

PANTONE: Black 7 C

CMYK: 33% 12% 23% 0%

RGB: 173, 198, 193

HEX: #adc6c1

PANTONE: 5513 C

SECONDARY COLOR PALETTE

CMYK: 7% 24% 84% 0%

RGB: 237, 191, 70

HEX: #edbf46

PANTONE: 142 C

CMYK: 0% 55% 66% 0%

RGB: 246, 141, 96

HEX: #f68d60

PANTONE: 1635 C

CMYK: 31% 25% 25% 0%

RGB: 179, 179, 179

HEX: #b3b3b3

PANTONE: 421 C

TYPOGRAPHY

RALEWAY

0 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Body Copy

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LATO

0 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

HEADLINES

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0 1 2 3 4 5 6 7 8 9