f-stop

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STYLE GUIDE
SPRING 2015

CONTENTS

LOGOS

PRIMARY LOGO

This is the primary logo for the brand. It will be used on most aspects of the brand (i.e. product tags, website, eblasts, banners, flyers, etc.).

Recommended Width:
1" and up

f-stop

REGULAR

f-stop

REVERSED

MILLAR SERIES LOGO

MOUNTAIN SERIES LOGO

BLACK BOX SERIES LOGO

REGULAR

MILLAR SERIES LOGO

MOUNTAIN SERIES LOGO

BLACK BOX SERIES LOGO

REVERSED

## SECONDARY LOGOS

These logos are to be used when specific f-stop product series are being described / mentioned.

Recommended Width:
1.5" and up

COLORS

BASE COLORS

These are neutral colors to be used as background and text for most brand materials (website, printed flyers, etc.)
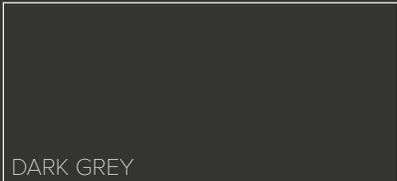
DARK GREY

|	
RGB	50 / 50 / 50
Hex	#323232
CMYK	69 / 63 / 32 / 58
PANTONE	Black 7
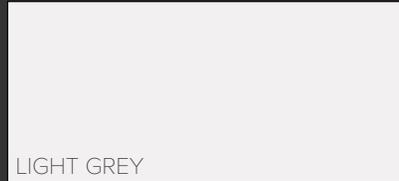
LIGHT GREY

RGB	241 / 241 / 241
Hex	#F1F1F1
CMYK	4 / 3 / 3 / 0
PANTONE	7541

ACCENT COLORS

These are more vibrant colors that complement the tone of the current site design.

These colors were chosen for their high energy vibe as a means of matching the energy level of our customers.

NASTURTIUM
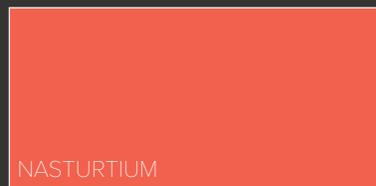
RGB	246 / 98 / 76
Hex	#F6624C
CMYK	0 / 77 / 72 / 0
PANTONE	7416 C

MALIBU BLUE
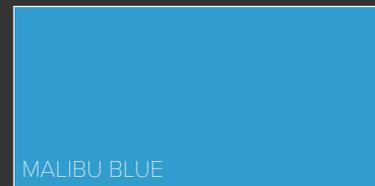
RGB	47 / 155 / 205
Hex	#2F9BCD
CMYK	73 / 24 / 5 / 0
PANTONE	7688 C

ALOE
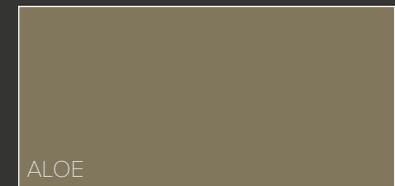
RGB	127 / 119 / 93
Hex	#7F775D
CMYK	48 / 44 / 65 / 16
PANTONE	7497 C

TYPOGRAPHY

THIS IS PROXIMA NOVA - REGULAR

Proxima Nova Thin (as seen here), Light, and **Bold** are also acceptable.

FONT FAMILY

Proxima Nova is the font used for all f-stop design elements.

Varying weights / colors may

be used at the discretion of the designer based on the item being designed.

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789