



**BRANDING
STYLE GUIDE**



THE BEVERAGE SLEEVE THAT RISES TO THE OCCASION

Meet the Doolie Coolie—the world's coolest insulated beverage holder. It's more than a product; it's a lifestyle. The Doolie Coolie is a more-maker, a friend-finder, a drink-doubler. Two drinks. One hand. It's about time. Cheers!

BRAND MARK



FULL LOGO



FULL LOGO REVERSED

DC DOOLIE
COOLIE™

LOGO STACKED



REVERSED LOGO STACKED



SECONDARY LOGOS





THIS



BECOMES
THIS



BECOMES
THIS

COLOR PALETTE

HEX: #000436
RBG: 0 4 54
CMYK: 100 93 0 79

HEX: #012F4E
RBG: 1 47 78
CMYK: 100 81 43 40

HEX: #FFC000
RBG: 255 192 0
CMYK: 0 26 100 0

HEX: #DE6262
RBG: 222 98 98
CMYK: 8 76 56 0

HEX: #FFE100
RBG: 255 225 0
CMYK: 2 7 99 0

HEX: #FFB88C
RBG: 255 184 140
CMYK: 0 33 45 0

HEX: #37D9F7
RBG: 55 217 247
CMYK: 57 0 6 0

HEX: #0086D2
RBG: 0 134 210
CMYK: 80 39 0 0

HEX: #C0F9FF
RBG: 192 249 255
CMYK: 20 0 3 0

HEX: #57EAF5
RBG: 87 234 245
CMYK: 49 0 11 0

HEX: #E5E5E5
RBG: 229 229 229
CMYK: 9 6 7 0

HEX: #F2F2F2
RBG: 242 242 242
CMYK: 4 2 2 0

PRIMARY

**INTEGRAL CF
BOLD**

**AABBCCDDEEFFGGHHIIJJKKLLMMN
NOOPPQQRRSSTTUUVVWWXXYYZZ
0123456789.,!?**

SECONDARY

**Work Sans
Semibold**

**AaBbCcDdEeFfGgHhIiJjKkLlMmN
nOoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,!?**

BODY

**Work Sans
Semibold**

**AaBbCcDdEeFfGgHhIiJjKkLlMmN
nOoPpQqRrSsTtUuVvWwXxYyZz
0123456789.,!?**

