

BRAND GUIDELINES

VERSION 1.0 | 2022



LOGOTYPES

PRIMARY LOGOTYPE



Dark without tagline



Light without tagline



Light with tagline



Dark with tagline

BADGES

PRIMARY BADGE



Dark without tagline



Light without tagline

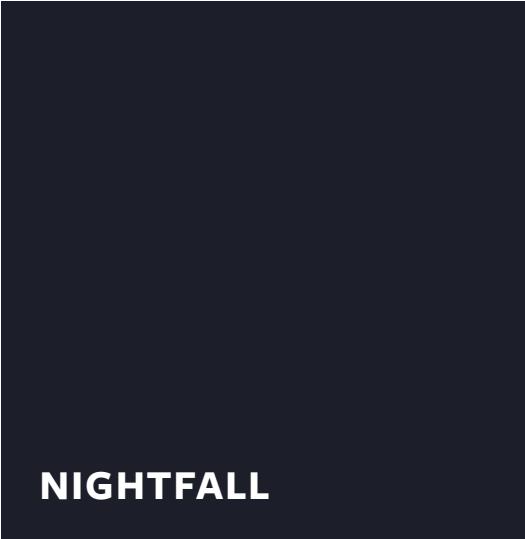


Light with tagline



Dark with tagline

PRIMARY COLOR PALETTE

A solid dark navy blue color swatch.

NIGHTFALL

Pantone: 532C
CMYK: 92 73 29 89
HEX: #1D1F2A
RGB: 29 31 42

A solid light gray color swatch.

DUSK

Pantone: 420C
CMYK: 18 13 10 0
HEX: #C7C9C7
RGB: 199 201 199

A solid vibrant orange color swatch.

HUUNTER ORANGE

Pantone: 158C
CMYK: 0 62 97 0
HEX: #E87722
RGB: 232 119 34

TYPOGRAPHY

HEADINGS

Bebas Pro Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&

SUBHEADINGS

FreightSans Pro Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&

BODY COPY

FreightSans Pro Book

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&

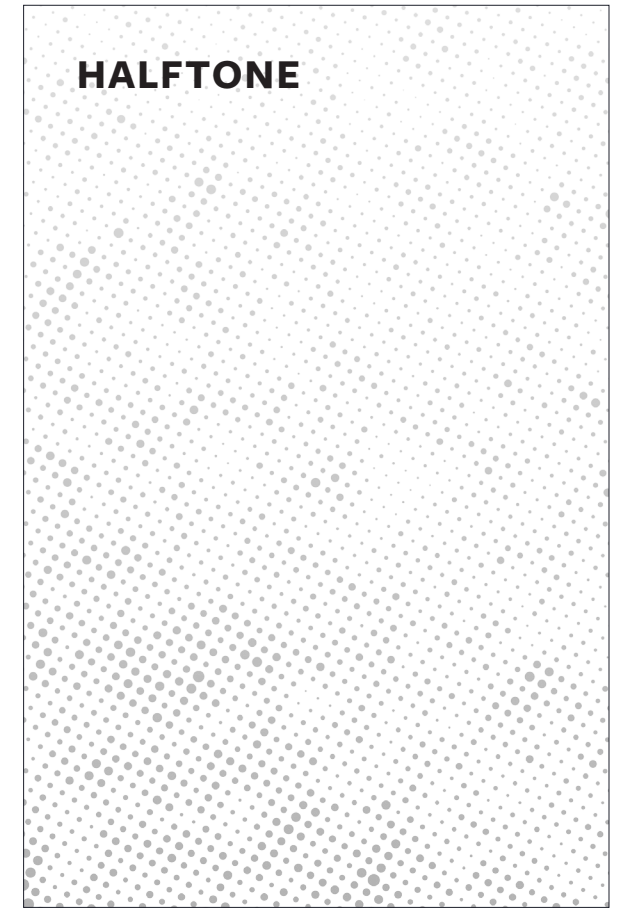
ICONS



PHOTOGRAPHY



BACKGROUNDS



PRIMARY GRADIENT

#343956 ————— #1C1F2A

SECONDARY GRADIENT

#FF8000 ————— #0D0E0F

EXAMPLES OF USE

GRADIENT OVERLAY

100% Opacity

Gradient:

0% #343956

100% #1C1F2A

TEXT

Overline:

FreightSans Pro Bold

All Caps

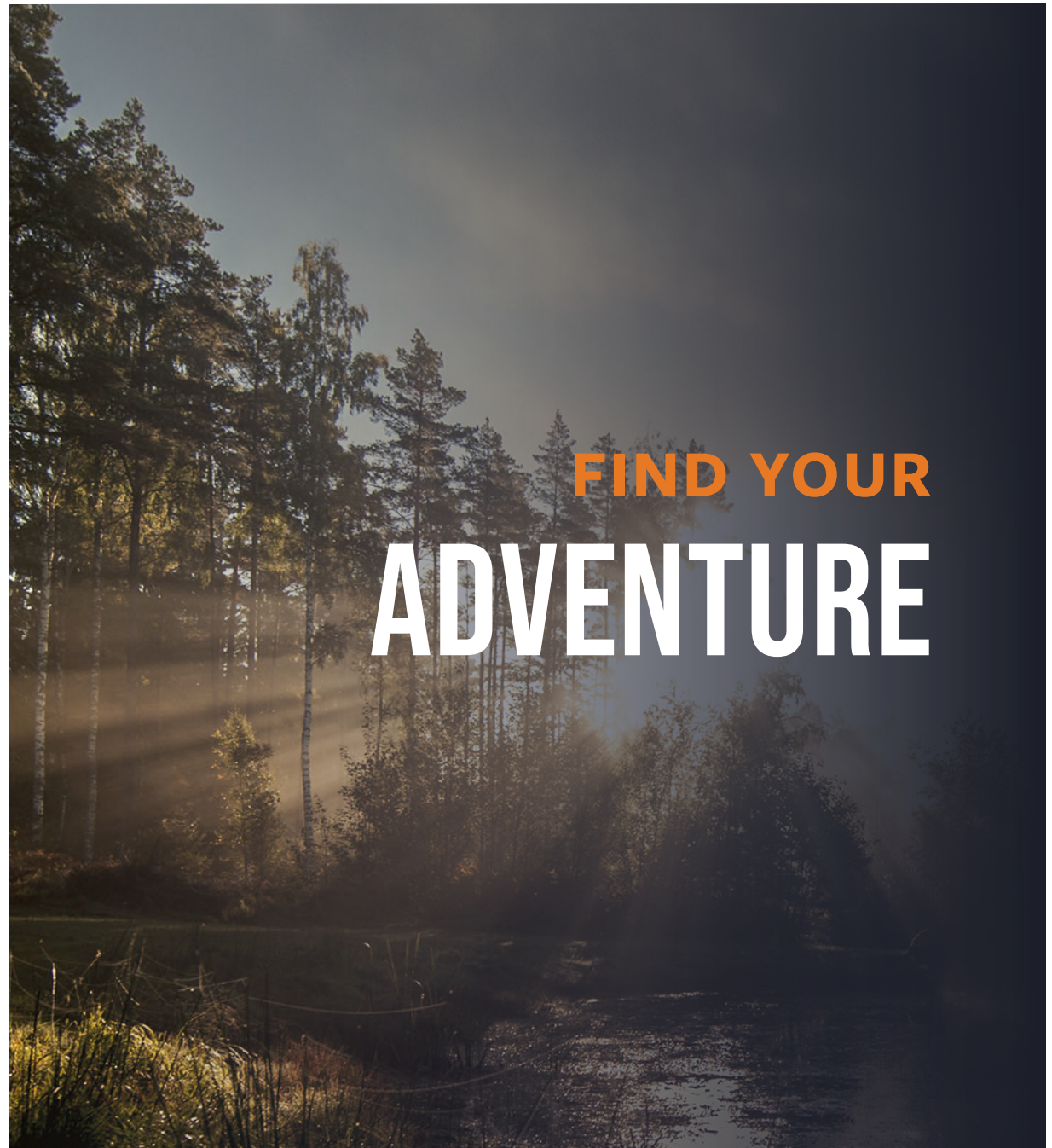
#E87722

Headline:

Bebas Neue Pro Bold

All Caps

#FFFFFF



THANK YOU

HUUNT BRAND GUIDELINES

