



SEAL THE DEAL

BRANDING GUIDE

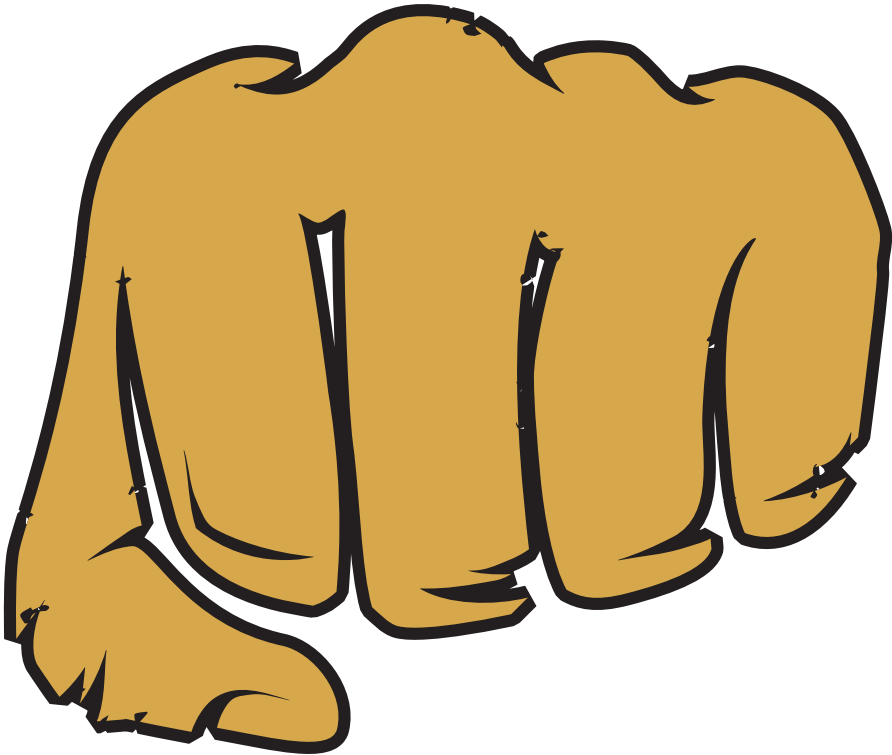
PRIMARY LOGO



PRIMARY LOGO REVERSE



BRAND MARK



BRAND MARK REVERSE

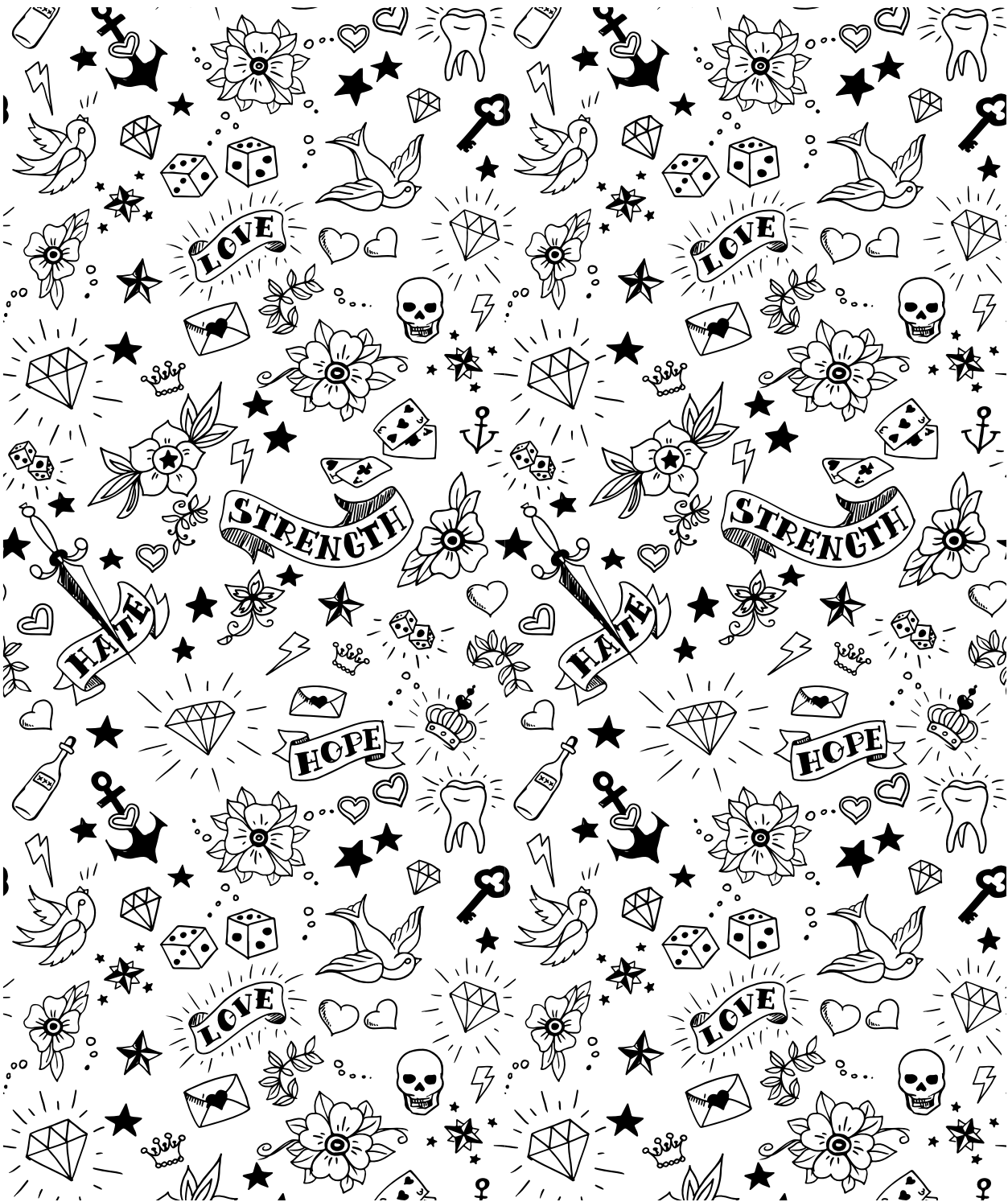


PATTERN



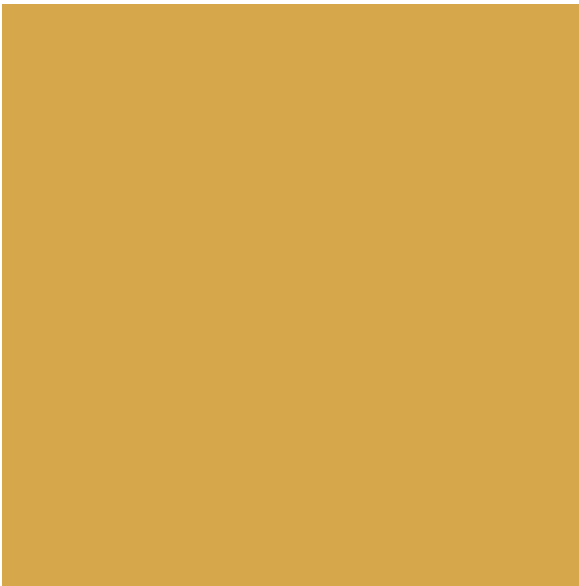
* PLEASE NOTE THAT EACH ILLUSTRATION WITHIN THE PATTERN CAN BE USED INDIVIDUALLY AS WELL AS WITHIN THE GROUP

PATTERN | BLACK & WHITE



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COLOR PALETTE



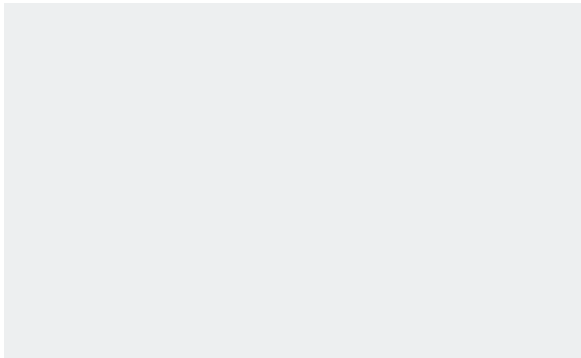
VINTAGE GOLD
RGB: 215 168 76
CMYK: 16 34 82 0
HEX: #D6A74B



PITCH BLACK
RGB: 0 0 0
CMYK: 100 100 100 100
HEX: #000000



CHARCOAL
RGB: 46 46 46
CMYK: 70 64 63 63
HEX: #2D2D2D



LIGHT GRAY
RGB: 236 237 237
CMYK: 6 4 4 0
HEX: #ECECED

TYPOGRAPHY

PRIMARY

ANDADA
BOLD

HEADING 1

GOTHAM CONDENSED
BOLD

HEADING 2

GOTHAM
LIGHT

BODY

GOTHAM CONDENSED
BOOK

