WILLINGHAM OUTDOOR STYLE GUIDE

PRIMARY LOGO

WILLINGHAM
OUTDOOR

SECONDARY LOGO

WILLINGHAM
OUTDOOR

ICON

Primary logo used as first option.

Secondary logo to be used in smaller spaces or horizontal space.
Icon used as supporting logo.

FONTS

Main font for documents to maintain the brand look and feel.

Aa

Aktiv Grotesk Ex

Aktiv Grotesk Ex | Black | Headlines
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Aktiv Grotesk Ex | Regular | Body Copy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Usage examples:

HEADLINE IN CAPS

Supporting body copy should be written in a smaller sized font utilizing Aktiv Grotesk Ex Regular font.

COLOR PALETTE

Hex: #1b522f RGB: 24 83 48 CMYK: 86 41 92 42	Hex: #589E63 RGB: 88 160 100 CMYK: 69 17 79 2	Hex: #093655 RGB: 9 54 85 CMYK: 100 78 41 34	Hex: #142619 RGB: 20 38 25 CMYK: 78 56 77 74