

Local Ocean Identity Guide

Madison Ave. Collective // October 10, 2016

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Logo (preferred)



Logo (secondary)



One-color logo



One color, inverted

Color palette



Blue
C87 M53 Y34 K11
R40 G102 B130
PMS 308 U

Gold
C4 M29 Y98 K0
R244 G184 B36
PMS 7406 U

Silver
C30 M23 Y23 K0
R181 G182 B183
PMS 877 U (metallic)

Supporting fonts

Proxima Nova Semibold

Aa Bb Cc 1 2 3

Proxima Nova Regular

Aa Bb Cc 1 2 3

Proxima Nova Light

Aa Bb Cc 1 2 3

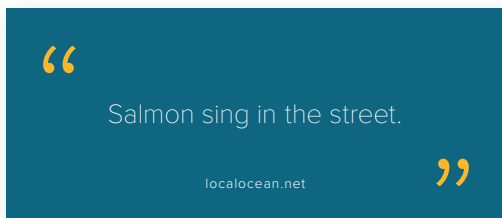
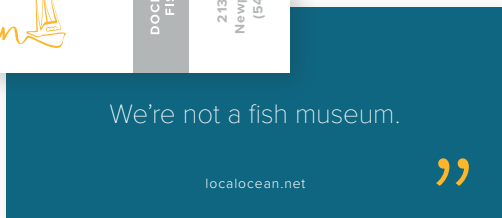
Business cards and menu

Business card

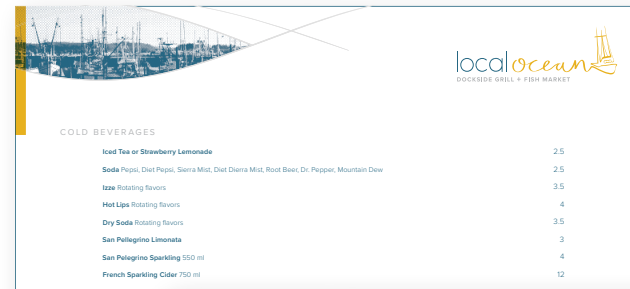
front



back



Menu



back



front