

BRAND GUIDELINES

PRIMARY MARK



SECONDARY MARKS



TYPOGRAPHY

HEADING

ANTON

SUBHEADING

FUTURA PT HEAVY

BODY TITLE

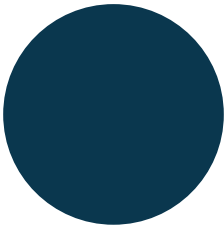
FUTURA PT DEMI

BODY TEXT

Open Sans

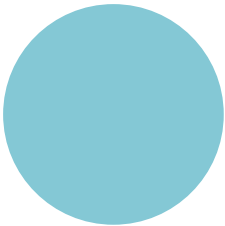
COLORS

#09384f



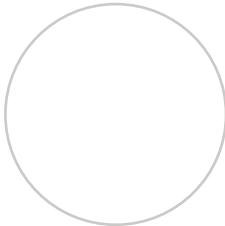
CORSAIR BLUE
PRIMARY

#86c7d5



BLUE SKIES
ACCENT

#ffffff



WHITE
BACKGROUND



SUPPLEMENTARY

PRIMARY MARK



SECONDARY MARKS



TYPOGRAPHY

HEADING

ROISTER

DISPLAY
SLIGHTLY OFF-KILTER,
OUTLINED

FUTURA PT BOLD

SUBHEADING

BIG NOODLE

BODY TITLE

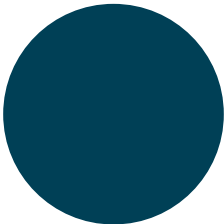
FUTURA PT HEAVY

BODY TEXT

Open Sans

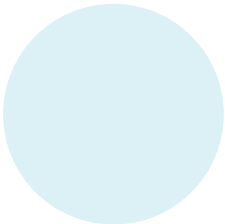
COLORS

#004156



BLUE BIRD
PRIMARY

#dbf0f4



ROBIN'S EGG
ACCENT

#fff5eb



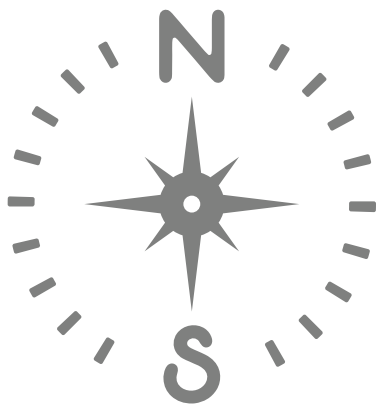
OATMILK
BACKGROUND



SUPPLEMENTARY

POP

PRIMARY MARK



SECONDARY MARK

NORTHSTAR
SPARKLING SPIKED SELTZER

SLOGAN MARK

Galactically
good!

TYPOGRAPHY

HEADING

GREAT OUTDOORS

DISPLAY

Pathways

BODY TITLE

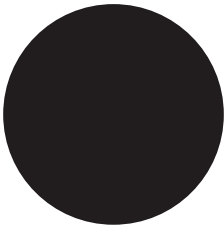
FUTURA PT DEMI

BODY TEXT

Open Sans

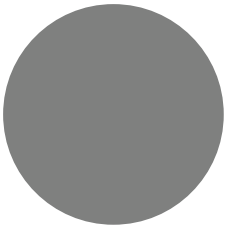
COLORS

#231f20



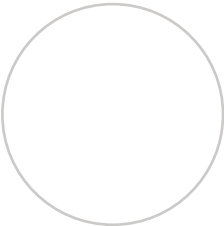
NIGHT SKY
PRIMARY

#7f7f7f



CHARCOAL
ACCENT

#ffffff



WHITE
BACKGROUND



SUPPLEMENTARY