

# BRAND GUIDELINES

SPIVA  COOKING

# LOGO DESIGN

SPIVA  COOKING



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# COLOR PALETTE

SPIVA  COOKING

## ACCENT COLORS

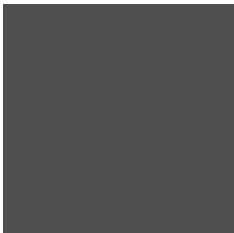


C = 7 M = 55 Y = 85 K = 0  
R = 231 G = 137 B = 65  
#E78941  
PANTONE 7577 C

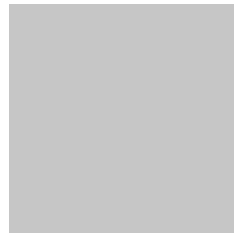


C = 74 M = 45 Y = 31 K = 5  
R = 78 G = 120 B = 144  
#4E7890  
PANTONE 5405 C

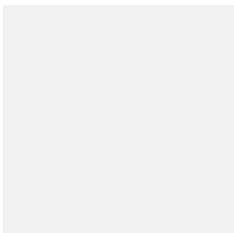
## PRIMARY COLORS



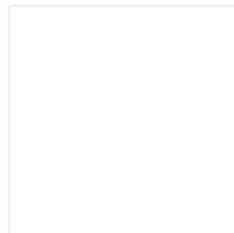
C = 65 M = 57 Y = 57 K = 35  
R = 79 G = 79 B = 79  
#4F4F4F  
PANTONE 2336 C



C = 22 M = 17 Y = 18 K = 0  
R = 198 G = 198 B = 198  
#C6C6C6  
PANTONE 420 C



C = 4 M = 3 Y = 2 K = 0  
R = 241 G = 241 B = 243  
#F1F1F3



C = 0 M = 0 Y = 0 K = 0  
R = 255 G = 255 B = 255  
#FFFFFF

# TYPO- GRAPHY

SPIVA  COOKING

# HEADLINE

Axis Extra Bold | Uppercase

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## SUBHEAD

Axis Extra Bold | Uppercase | Kerning: 340px

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

## Paragraph

DM Sans Regular | Sentence Case

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890