

Branding Guide

standing **TALL**

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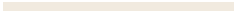



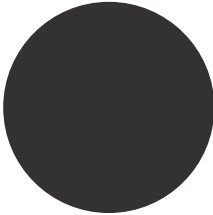
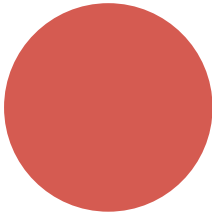
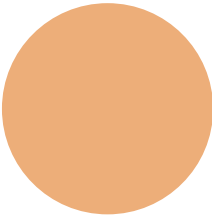

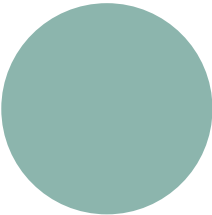
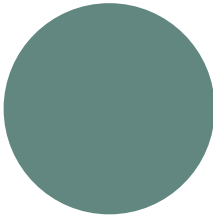
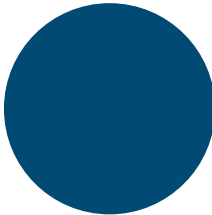
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standing **TALL**

The logo features the word 'standing' in a lowercase, rounded, teal font. To its right, the word 'TALL' is rendered in a bold, uppercase, red font. The letter 'T' is stylized with a teal circle above it, resembling a person's head. The letters 'A', 'L', and 'L' are tall and narrow, with the second 'L' being slightly taller than the first.



						
CHARCOAL	POPPY	APRICOT	SAND	SEA SAGE	TEAL	NAVY
C 0 M 0 Y 0 K 95 R 51 G 49 B 50 #333132 PANTONE 426 C	C 12 M 78 Y 69 K 1 R 214 G 91 B 81 #d65b51 PANTONE 7625 C	C 5 M 35 Y 57 K 0 R 237 G 174 B 121 #edae79 PANTONE 714 C	C 5 M 6 Y 11 K 0 R 240 G 233 B 222 #f0e9de PANTONE 7527 C	C 47 M 16 Y 33 K 0 R 140 G 181 B 173 #8cb5ad PANTONE 623 C	C 65 M 34 Y 48 K 7 R 97 G 135 B 128 #618780 PANTONE 5555 C	C 100 M 73 Y 32 K 15 R 0 G 75 B 116 #004b74 PANTONE 7693 C
						

METROPOLIS BLACK

**abcdefghijklm
nopqrstuvwxyz**

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

0123456789?!

MADE COACHELLA REGULAR

**abcdefghijklm
nopqrstuvwxyz**

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

0123456789?!

LEXEND EXA REGULAR

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

0123456789?!

METROPOLIS REGULAR

abcdefghijklmnopqrstuvwxyz

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

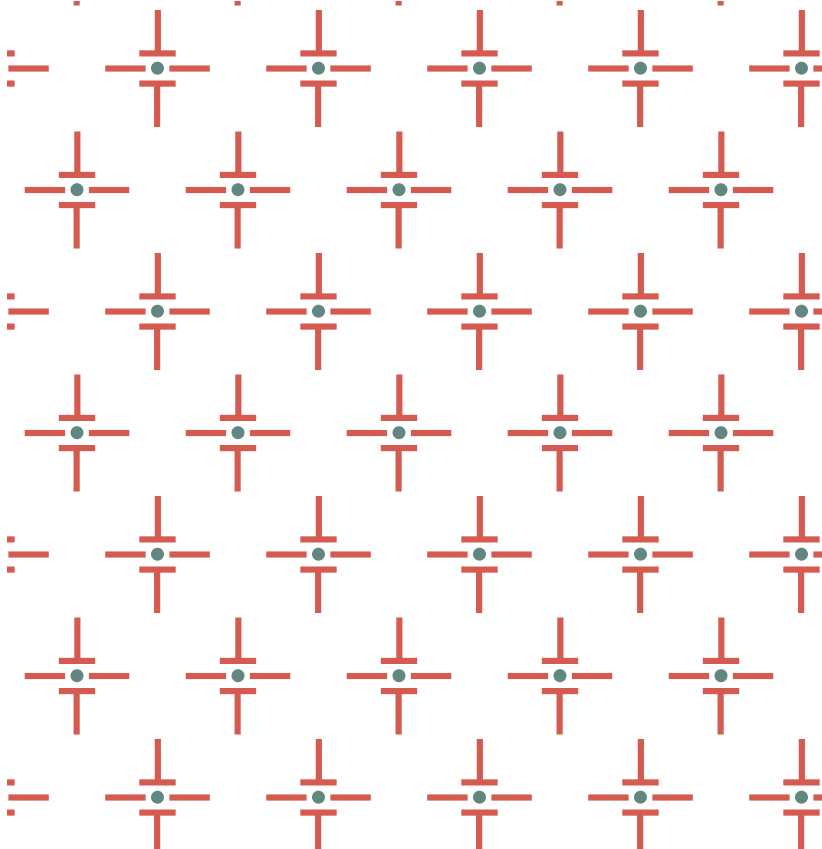
0123456789?!

Headline 1 _____
TITLE CASE

Headline 2 _____
SENTENCE CASE

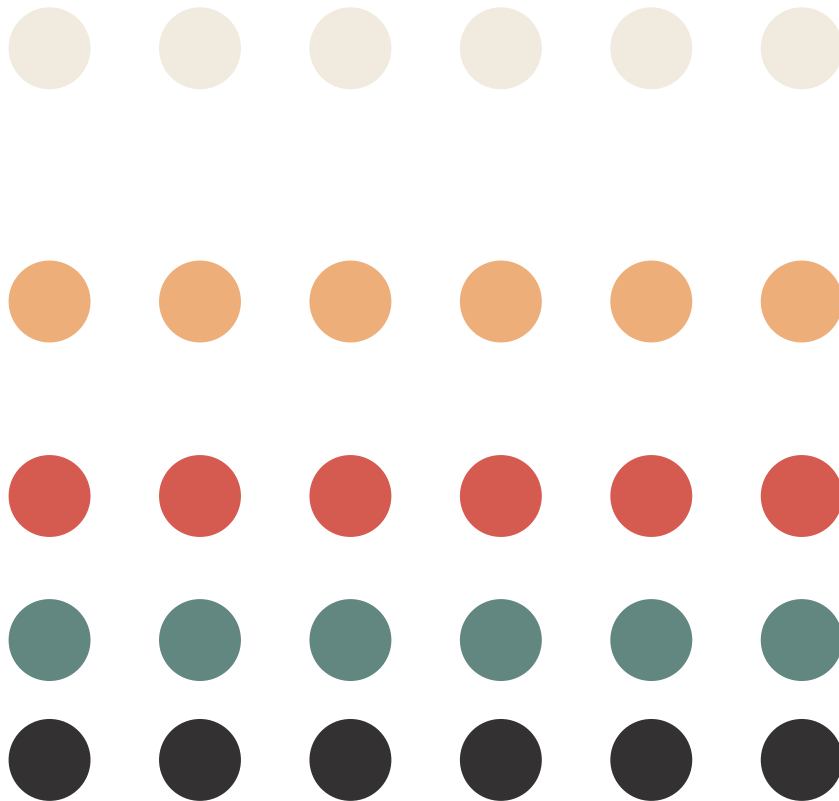
SUBHEAD _____
UPPERCASE

Body _____
SENTENCE CASE



SAMPLE





SAMPLE

