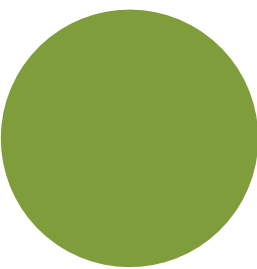
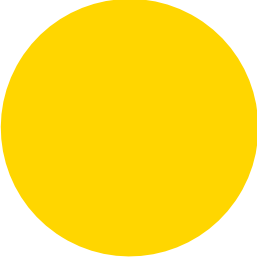
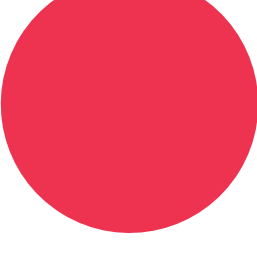
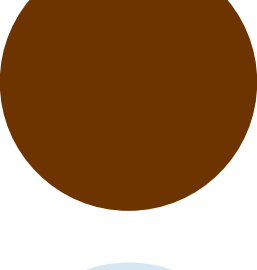



4Culture

Quick Style Guide

Your main colors

	RGB 128 157 60 CYMK 55 22 100 4 HEX 809D3C PANTONE 377 C
	RGB 255 214 0 CYMK 0 14 100 0 HEX FFD600 PANTONE 108 C
	RGB 230 83 0 CYMK 4 82 100 0 HEX E75300 PANTONE 166 C
	RGB 238 51 80 CYMK 0 94 64 0 HEX EE3350 PANTONE 1787 C
	RGB 0 161 179 CYMK 78 17 28 0 HEX 00A1B3 PANTONE 7710 C
	RGB 110 52 0 CYMK 11 68 100 61 HEX 6E3400 PANTONE 168 C
	RGB 213 231 241 CYMK 15 3 2 0 HEX D6E7F1 PANTONE 656 C
	RGB 80 89 87 CYMK 67 53 56 30 HEX 505957 PANTONE 445 C

FYI: RGB colors are for monitors and screens, CYMK is usually for paper prints, HEX is for websites and apps, PANTONE is usually for promotional materials prints (swag). See full palette in our Brand Guidelines.

Your fonts

HEADING
HEADING

TT Norms Bold, Bebas Neue Pro

Body text, which is also known as paragraph text.

TT Norms, Regular

File types

- .EPS**
.EPS files are vector files, which means their quality does not degrade when they are enlarged. You use this file for print design, swag items, and other applications where really high resolution images are needed.
- .PNG**
.PNG files are web image files that will degrade if they are enlarged too much. Pngs have transparent backgrounds and are best used in web/online applications.
- .JPG**
.JPGs are similar to .pngs and are used in web application. The difference is that they are not transparent.

Logo Types and Usage



MAIN LOGO

For when there's lots of space or when it's necessary (such as in your website's header). This is your main logo.



BLACK LOGOS

These are pure black logos that are best for black and white printing.



WHITE LOGOS

These are pure white logos that have no spot of color. They are best for laying on top of photos or laying on top of lighter backgrounds



ICONS

For use in social media profile pics mostly, your icons are meant to be used in really small formats

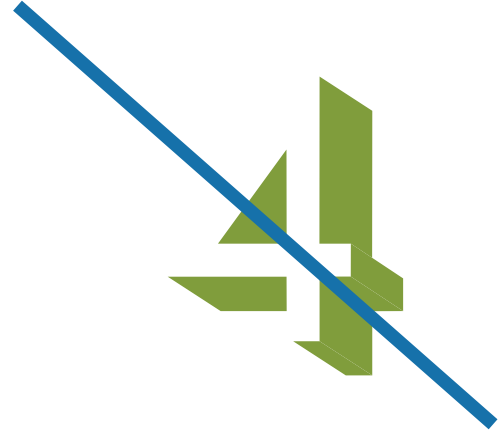
Logo best practices



Give your logo plenty of white space around it when in use. Don't let touch any other element and don't let it get too crowded with other elements. A good rule of thumbs is to give your logo about the width of the "C" in white space all around the logo.



Don't let others alter your logo (which means changing color, stretching it out, changing the size of 4Culture, etc).



Don't use the logomark by itself, unless as an icon near where the name appears (such as as a social media profile pic).

