



Branding Guidelines

LOGO VARIATIONS



COLOR PALLETE



#113F8C

PMS #7867 C

C 87.86
M 55.00
Y 0
K 45.1

RGB (17, 63, 140)



#0071BC

PMS #3005 C

C 100
M 39.89
Y 0
K 26.27

RGB (0, 113, 188)



#C1272D

PMS #711 C

C 0
M 79.79
Y 76.68
K 24.31

RGB (193, 39, 45)



#D0D102

PMS #381 C

C 0.48
M 0
Y 99.04
K 18.04

RGB (208, 209, 2)

TYPHOGRAPHY

Aa Aa

Proxima Nova
Extra Bold

Proxima
Nova

CARTER KITS
SENSORY BAGS

MOODBOARD

