



Brand Guidelines

01 The Logo



01.01 Primary Version - Full Colour



01.02 Secondary Version - Horizontal



01.03 Secondary Version - Vertical

02 Colour Palette

BLUE

C 64 R 66
M 0 G 195
Y 18 B 211
K 0

HEX: #42C3D3

80%

50%

30%

BEIGE

C 5 R 238
M 23 G 196
Y 49 B 140
K 0

HEX: #EFC48C

80%

50%

30%

PINK

C 3 R 238
M 51 G 147
Y 29 B 255
K 0

HEX: #EE9397

80%

50%

30%

BLACK

C 0 R 0
M 0 G 0
Y 0 B 0
K 100

HEX: #000000

80%

50%

30%

GREY

C 0 R 255
M 0 G 255
Y 0 B 255
K 90

HEX: #414042

80%

50%

10%

WHITE

C 0 R 255
M 0 G 255
Y 0 B 255
K 0

HEX: #ffffff

03 Typography

Beachguys

Ag

Accents & Short Headlines

Beachguys

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

03.01 Accents and Short Headlines

Ingra

Ag

Headlines & Sub Headlines

Ingra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body Copy

Ingra Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

03.02 Headline, Sub Headlines and Body Copy

LEMON MILK

AG

TAGLINE

LEMON MILK REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

03.03 Tagline