

BRAND TONE

PATTERNS/TEXTURES

LOGO

C2FO® C2FO®

C2FO®





Clear Space

Clear space is based upon the bold letter 'o' in the logo. Horizontal space required is half the width of the 'o' on either side. Vertical space required is half the height of the 'o' above and below.

BUYER BRAND COLOR INFORMATION

 Hex#73b34b · R:115 G:180 B:75 · C:61 M:3 Y:87 K:0

 Hex#4c6487 · R:76 G:100 B:136 · C:77 M:57 Y:29 K:8


 Hex#149bd7 · R:20 G:156 B:215 · C:76 M:22 Y:1 K:0

 Hex#ecec · R:237 G:237 B:237 · C:0 M:0 Y:0 K:10

BUYER TYPOGRAPHY

Open Sans
Proxima Nova

SUPPLIER BRAND COLOR INFORMATION

 Hex#0aa94b · R:10 G:169 B:75 · C:82 M:4 Y:100 K:0

 Hex#0f2446 · R:15 G:36 B:70 · C:100 M:87 Y:43 K:45

 Hex#1b4175 · R:27 G:65 B:117 · C:100 M:83 Y:27 K:13

SUPPLIER TYPOGRAPHY

Montserrat
Merriweather
Avenir Next