

# STONE AGE LOGO GUIDE

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## PRIMARY LOGO



## PRIMARY COLORS



**CMYK:** C: 73 M: 0 Y: 70 K: 0  
**WEB:** #35b77c



**CMYK:** C: 30 M: 0 Y: 28 K: 0  
**WEB:** #b3ddc4



**CMYK:** C: 40 M: 25 Y: 42 K: 0  
**WEB:** #a0ab98

## SECONDARY COLORS



**CMYK:** C: 48 M: 0 Y: 45 K: 0  
**WEB:** #86cca5



**CMYK:** C: 19 M: 0 Y: 17 K: 0  
**WEB:** #cee9d9



**CMYK:** C: 6 M: 2 Y: 7 K: 0  
**WEB:** #edf0ea

## FONTS

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### PRIMARY FONT - HEADLINE

#### BROWN STANDARD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz

### SECONDARY FONT - TEXT

#### BROWN LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz

### WEB FONT - HEADLINE

#### RALEWAY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz

### WEB FONT - TEXT

#### RALEWAY REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890  
abcdefghijklmnopqrstuvwxyz