



Water Bear Marketing		Version: October 2022
<h1>BRAND STYLE GUIDE</h1>		
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<p>Pantone 715C</p> <p>CMYK 0 54 94 0</p> <p>RGB 247 147 43</p> <p>HEX #F78D28</p>	<p>Pantone 285C</p> <p>CMYK 91 53 0 0</p> <p>RGB 0 115 206</p> <p>HEX #0071CE</p>	<p>Pantone 430C</p> <p>CMYK 55 41 38 5</p> <p>RGB 123 134 140</p> <p>HEX #7B868C</p>

<i>Logo Type</i>	COUTURE	A B C
<i>Tagline</i>	Kayak Sans	Aa Bb Cc
<i>Headline</i>	OVERPASS	Aa Bb Cc
<i>Body Copy</i>	Kayak Sans	Aa Bb Cc

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