

Branding 25

team

PHUN



Primary



Secondary



Alternate



Acceptable Spacing



Do's and Dont's



DO NOT

- ✘ Change the colors
- ✘ Rotate the rooster
- ✘ Change his comb
- ✘ Adjusting distance of rooster to text
- ✘ No stroke/outline of this logo
- ✘ Do not overlay anything over it always 100% opacity (fully visible)

DO HAVE PHUN

- ✘ As long as Rickie has his space, and is left to his original form, have some fun.



GOTHAM ULTRA

Josefin Sans

Trailmade Regular

Josefin Sans

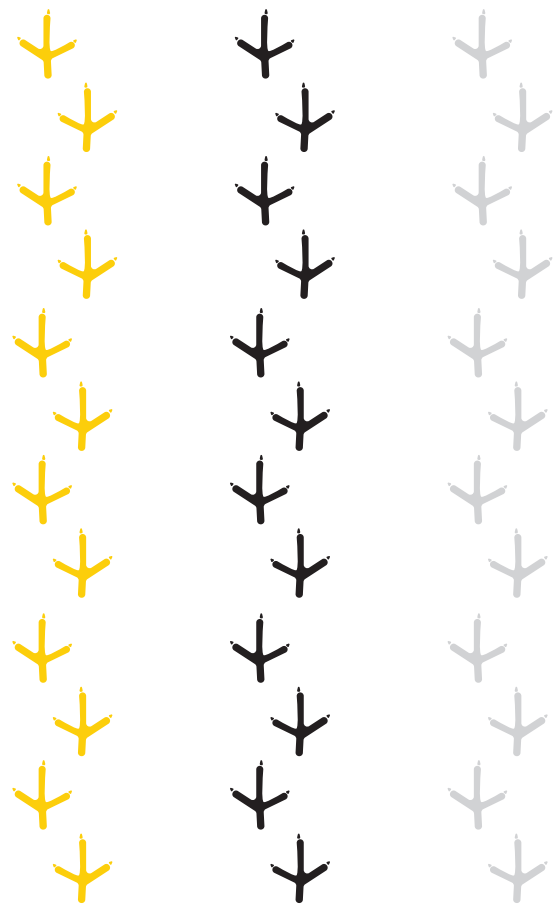
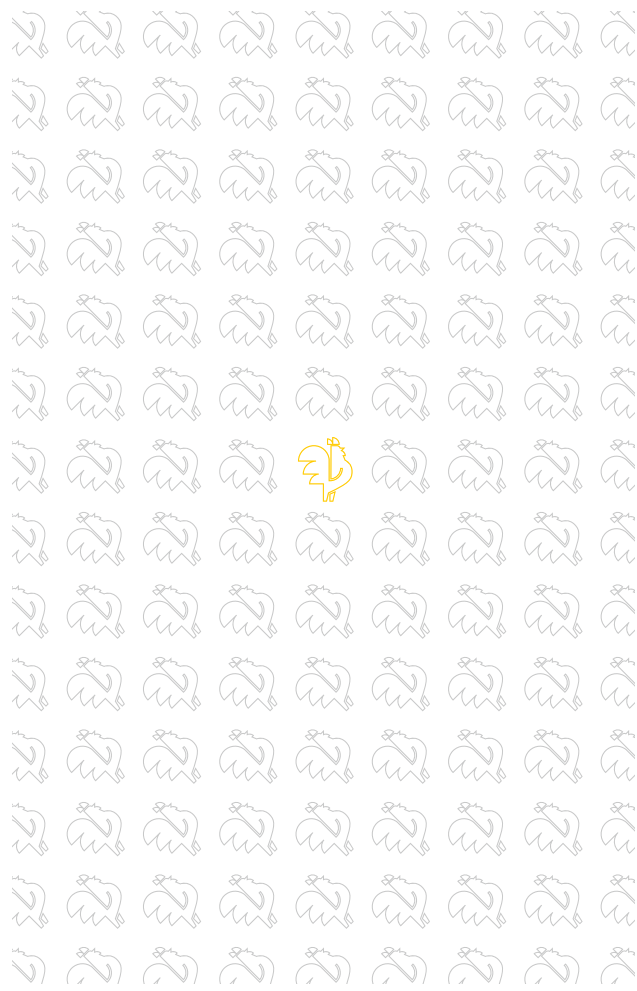
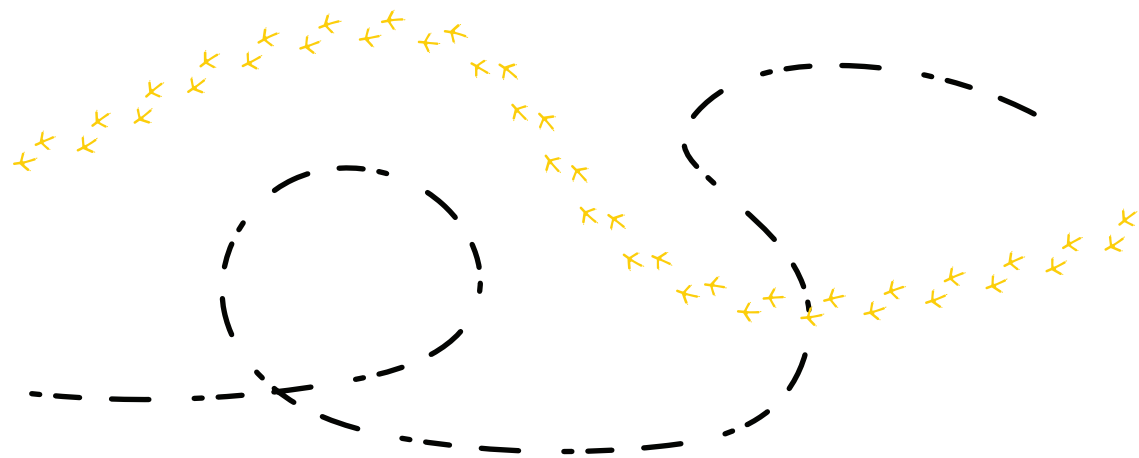
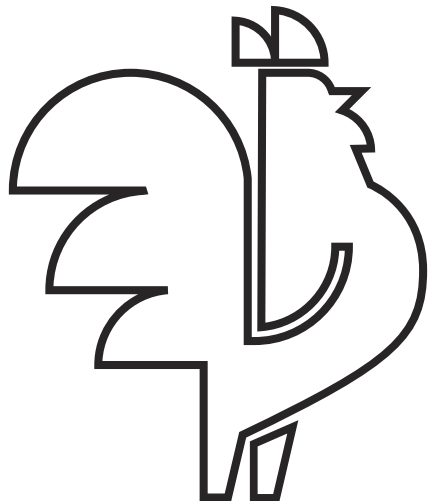
**GET MORE DONE
& HAVE PHUN**

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laoreet dolore magna aliquam erat

NEW SCHWAG!

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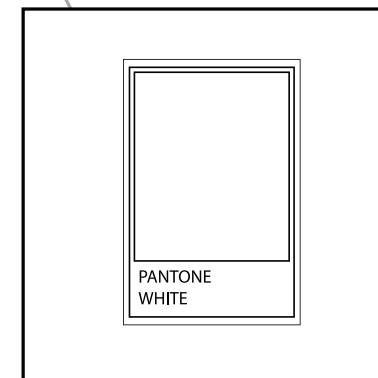
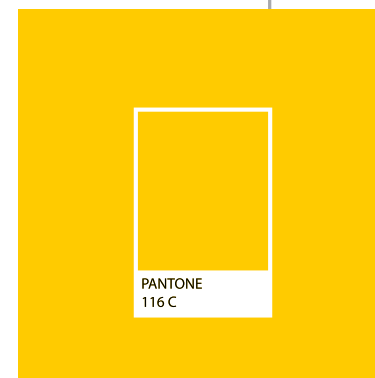
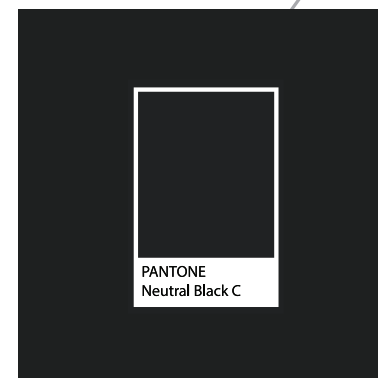
Support Elements/Motifs/ Illustrative Elements



Colors of Phun



Primary



PANTONE Ntrl Blk C
Hex #212223
RGB 33, 34, 34
CMYK 73, 66, 64, 72
Ink Type Spot

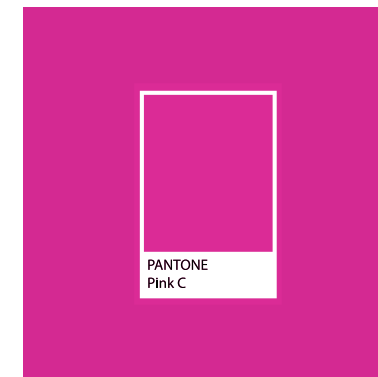
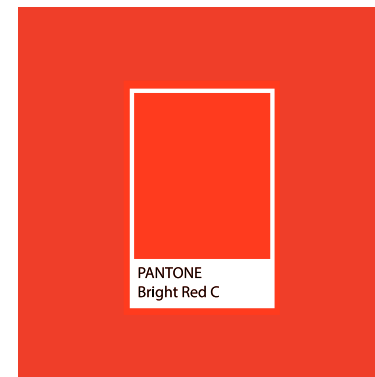
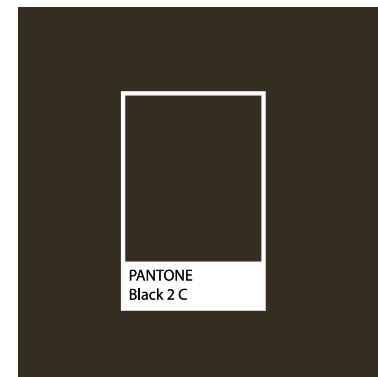


PANTONE 116 C
Hex #FEC000
RGB 253, 205, 7
CMYK 1, 18, 100, 0
Ink Type Spot



Egg Shell
Hex #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
Ink Type Process

Alt



PANTONE Black 2 C
Hex #312E20
RGB 50, 46, 32
CMYK 63, 60, 76, 66
Ink Type Spot

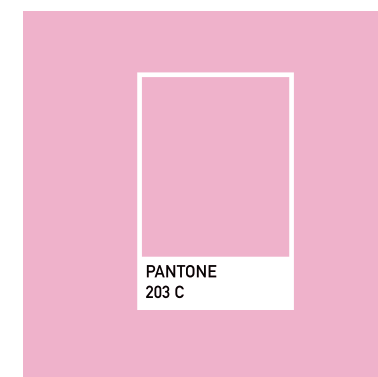
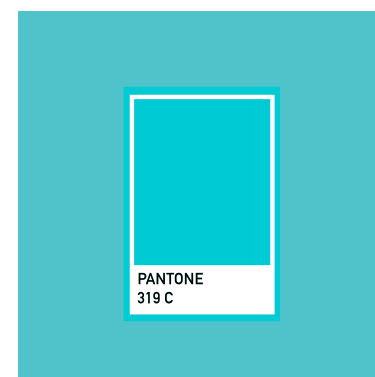
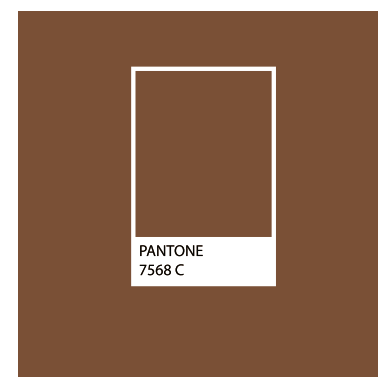


PANTONE Bright Red C
Hex #FD3C20
RGB 239, 66, 40
CMYK 0, 90, 95, 0
Ink Type Spot



PANTONE Pink C
Hex #DA2797
RGB 214, 48, 146
CMYK 11, 94, 0, 0
Ink Type Spot

Bonus Rarely Used



PANTONE 7568 C
Hex #775036
RGB 119, 81, 55
CMYK 40, 63, 79, 33
Ink Type Spot



PANTONE 319 C
Hex #12C9D3
RGB 52, 192, 205
CMYK 67, 0, 21, 0
Ink Type Spot



PANTONE 203 C
Hex #ECB2CA
RGB 235, 177, 202
CMYK 4, 36, 4, 0
Ink Type Spot