

Halifax River Audubon

Scope: Logo & Brand Identity
Logo Designed: 2023

Logo Designed by

KK
ad & design

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Primary Logo & Usage



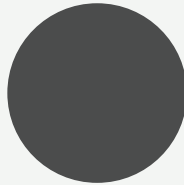
Colors



Blue
CMYK: C94 M62 Y19 B3
RGB: R1 G97 B149
HEX: #016195
PANTONE: 110-15 C



Yellow
CMYK: C0 M13 Y70 K0
RGB: R255 G218 B105
HEX: #ffda69
PANTONE: 10-6 C



Gray
CMYK: C66 M58 Y57 K37
RGB: R76 G76 B77
HEX: #4c4c4d
PANTONE: 179-12 C

Typeface Headlines: *Atocha*

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£\$%^&

Typeface Body Copy: Grangon Roman

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£\$%^&

Clear Space Description

White Padding indicates the logo's **Clear Space**: an area where other elements must not encroach into. In order to allow the logo to breathe.

We use the logo's **Clear Space** as a spacial/white space buffer.

1 Color/Black Logo

