

1924 CUSTOM SOAPERY

Style Guide

Logo Variations

1924
CUSTOM SOAPERY
Primary Logo

1924 CUSTOM SOAPERY
Secondary Logo

Typography

Agency FB
Bold | 70-40pt | Logo
Bold | 40-20pt | Headers
Regular | 30-215pt | Subheaders

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

Muli Light
Regular | 25-10pt | Text
Italic | 12-8pt | Call outs

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

Buttons and Links

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Search

Lotion Bar Tin
\$15.00

SHOP

Colors

	100%	80%	60%	40%	20%
Sea Serpent #4CC3CE C=57 M=0 Y=17 K=0					
Desaturated Cyan #669999 C=63 M=26 Y=39 K=1					
Sonic Silver #6D7575 C=60 M=46 Y=48 K=14					
Platinum #E8E8E8 C=8 M=6 Y=6 K=0					
White #FFFFFF C=0 M=0 Y=0 K=0					

Imagery

