



— Brand Guide —

Typography

The Klines brand typefaces are Bright Retro and Avenir. The Bright Retto type should be used for all titles and headers. The Avenir type family should be used for all subheads and body text. Both fonts are available as a free download at www.dafontfree.co.

Bright Retro

abcdefghijklmnopqrstuvwxyz 1234567890

?!@#\$%&*ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avenir

abcdefghijklmnopqrstuvwxyz 1234567890

?!@#\$%&*ABCDEFGHIJKLMNOPQRSTUVWXYZ

Color System

Marachino Cherry

Hex: #FF1B4B

RGB: (255, 27, 75)

CMYK: (0,89,71,0)

Blue Raspberry

Hex: #00B2FF

RGB: (0, 178, 255)

CMYK: (100,30,0,0)

Strawberry Sherbet

Hex: #FFB3BC

RGB: (255, 179, 188)

CMYK: (0,30,26,0)

Cotton Candy

Hex: #C0ECFF

RGB: (192, 236, 255)

CMYK: (25,7,0,0)

Vanilla Frost

Hex: #FFF9FA

RGB: (255, 249, 250)

CMYK: (0,2,2,0)

Midnight Blueberry

Hex: #002534

RGB: (0, 37, 52)

CMYK: (100,29,0,80)

Logo

The main logo has been updated, but keeps the same visual identity as before. The main “Klines” text is the same typeface, a variation of “bright retro”, but the color has been updated to match our new palette. The secondline of text has a new typeface, using our secondary font, “avenir” in order to simplify and modernize the logo, while also improving the legibility.



The icon logo has been created to be used as the social media profile photo. It is the inverse of the colors of the main logo so the brand is still easily identifiable across all platforms, while the red background helps to make it more recognizable at a glance.



Patterns

