

DEFENSEFOOD

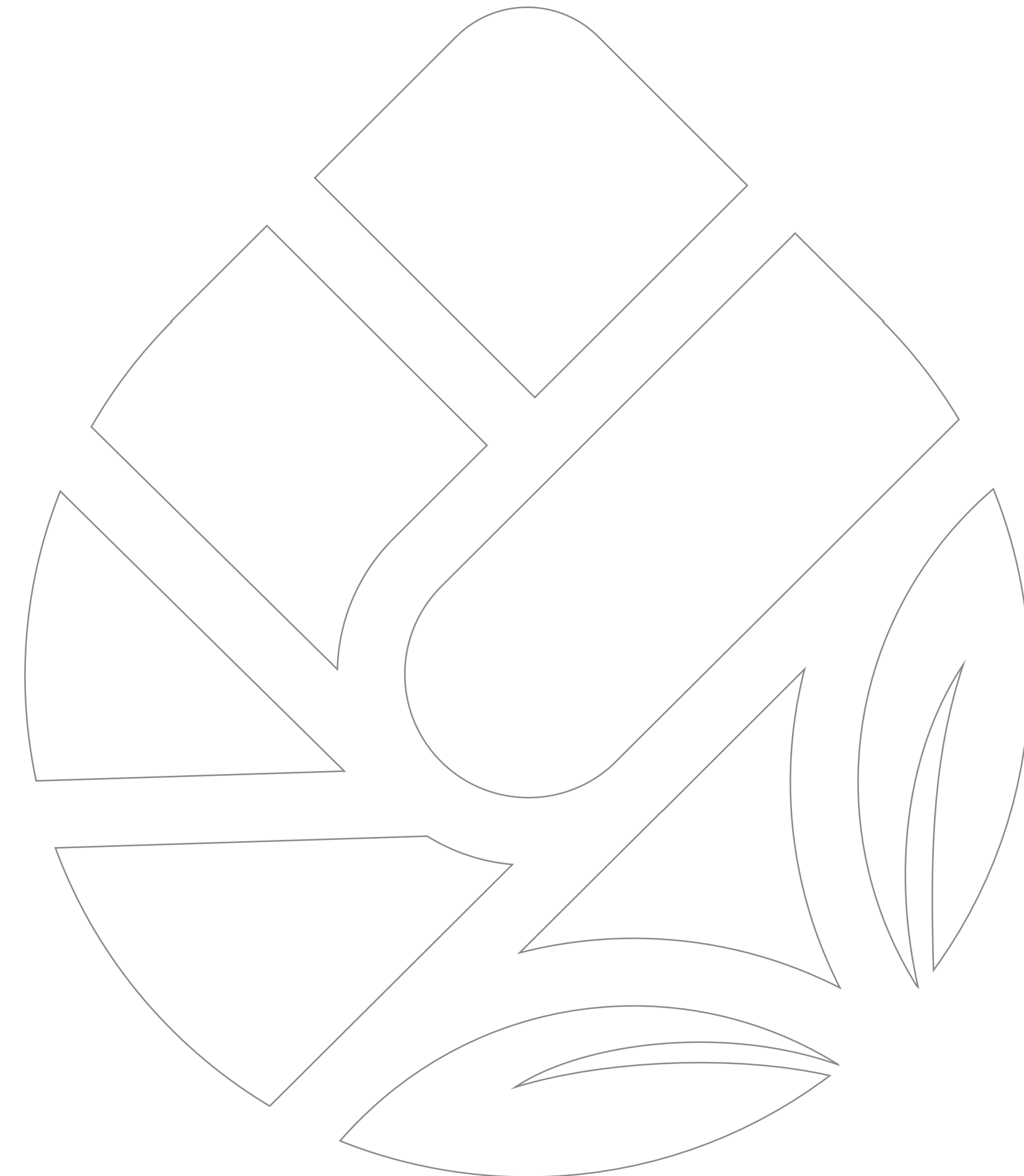


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contents

-  01. LOGO
-  02. COLOURS
-  03. TYPOGRAPHY
- 04. APPLICATION



01



LOGO

LOGO

Clear Shape

...



LOGO

Clear Shape

...



LOGO

Versions In
Colour

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LOGO

...

KEY ELEMENT



LOGO

...

DON'T



DON'T



DON'T



DON'T



02

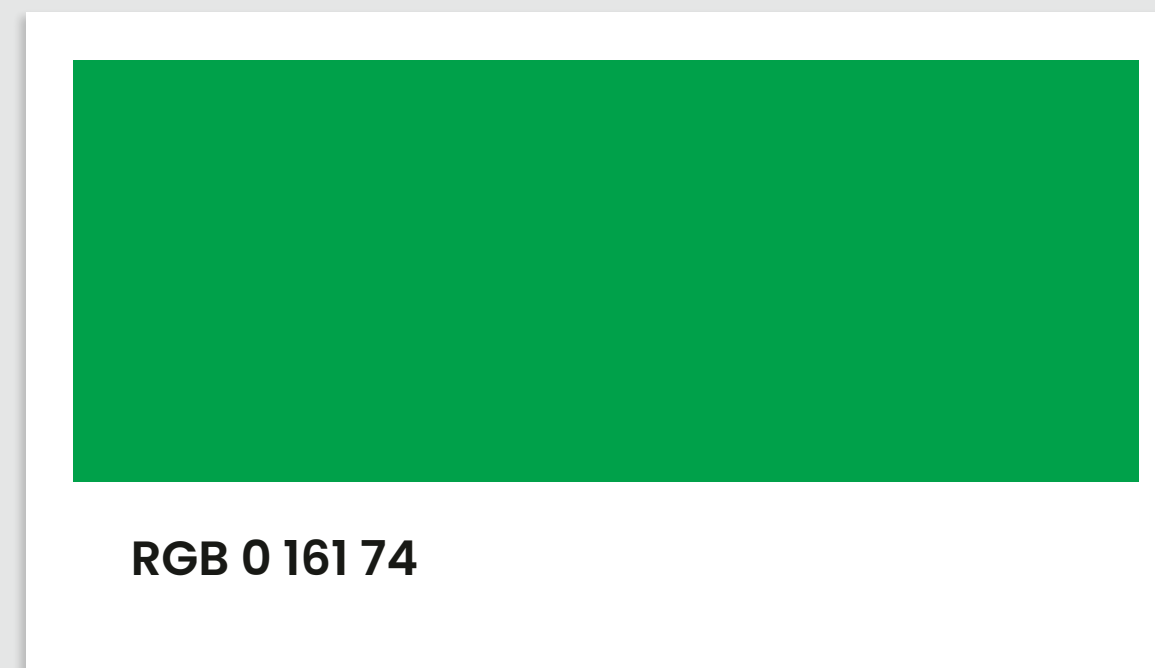
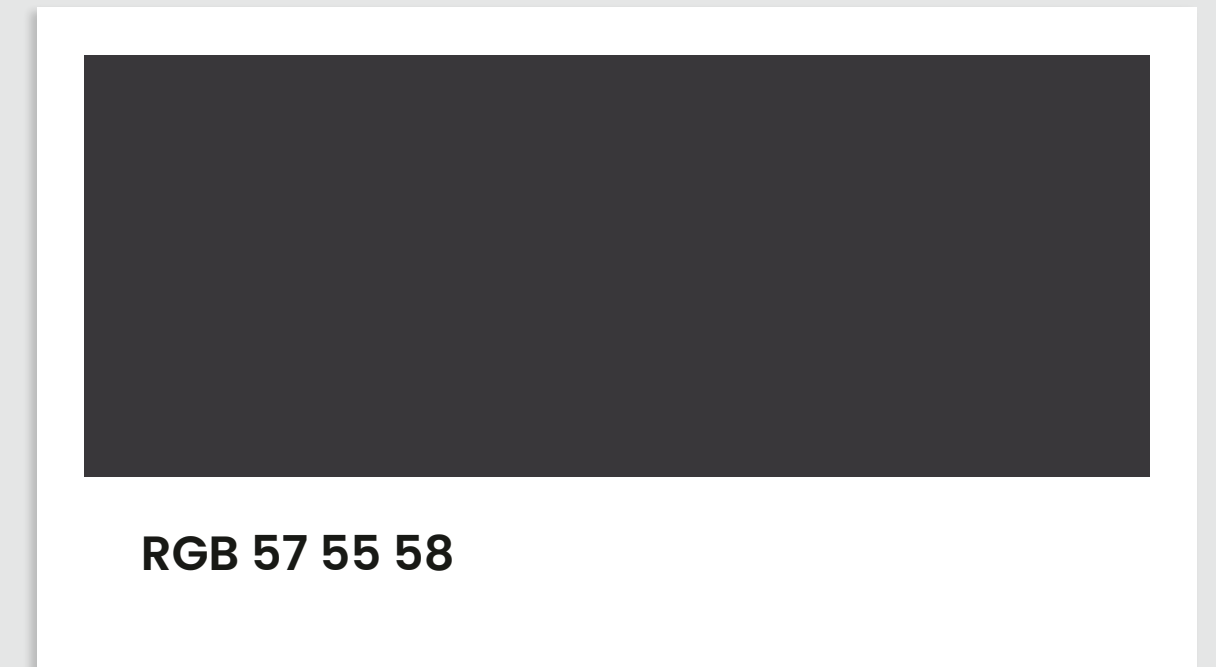
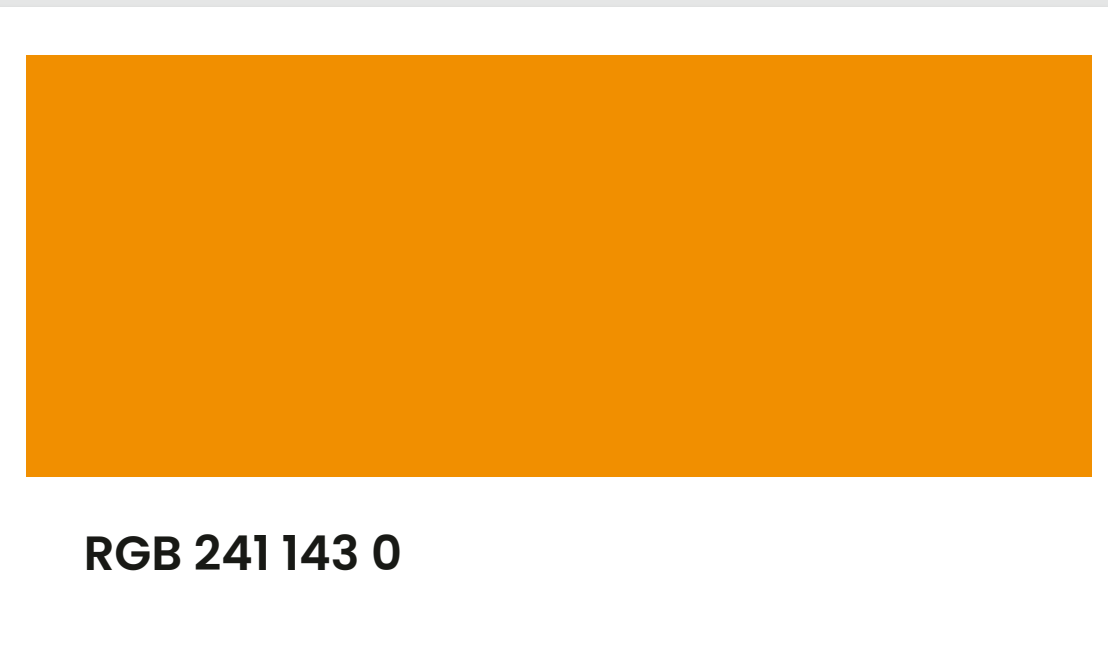


COLOURS

COLOURS




Brand
Colours

...



COLOURS

BRAND COLOUR

		
HEX #39373A	HEX #F18F00	HEX #00A14A
RGB 57 55 58	RGB 241 143 0	RGB 0 161 74
CMYK 0 0 0 90	CMYK 0 50 95 0	CMYK 90 0 90 0



SECONDARY



HEX
#E8B730

RGB
232 183 48

CMYK
0 30 90 0

HEX
#80B367

RGB
128 179 103

CMYK
67 0 75 0

HEX
#307133

RGB
48 113 51

CMYK
96 25 100 18

HEX
#78B48F

RGB
120 180 143

CMYK
70 0 53 0

HEX
#46907B

RGB
70 144 123

CMYK
90 18 58 0



03



**T Y P O G R A
P H Y**

PF BeauSans Pro

Aa

AaBbCcDdEeFfGgHhIiJjKkMmNn
1234567890 @#\$%&*?

Font

Galderglynn Titling

Style

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqUuRrSsTtUu
VvWwXxYyZz

Paragraph

Logo Clear Dem Am good that Securit Qui
Dolores Que Design sit Be Excepudae Con
Remquid lorem Itatin Remporeius It's this
Doluptatiis dollor Design.

PRIMARY

Brand Primary
Font

...

**PF
BEAUSANS
PRO**

SECONDARY

DM Sans Bold

Aa

DM Sans Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNQPQRSTUVWXYZ
0123456789@#%&*+!

DM Sans Regular

Bb

DM Sans Regular

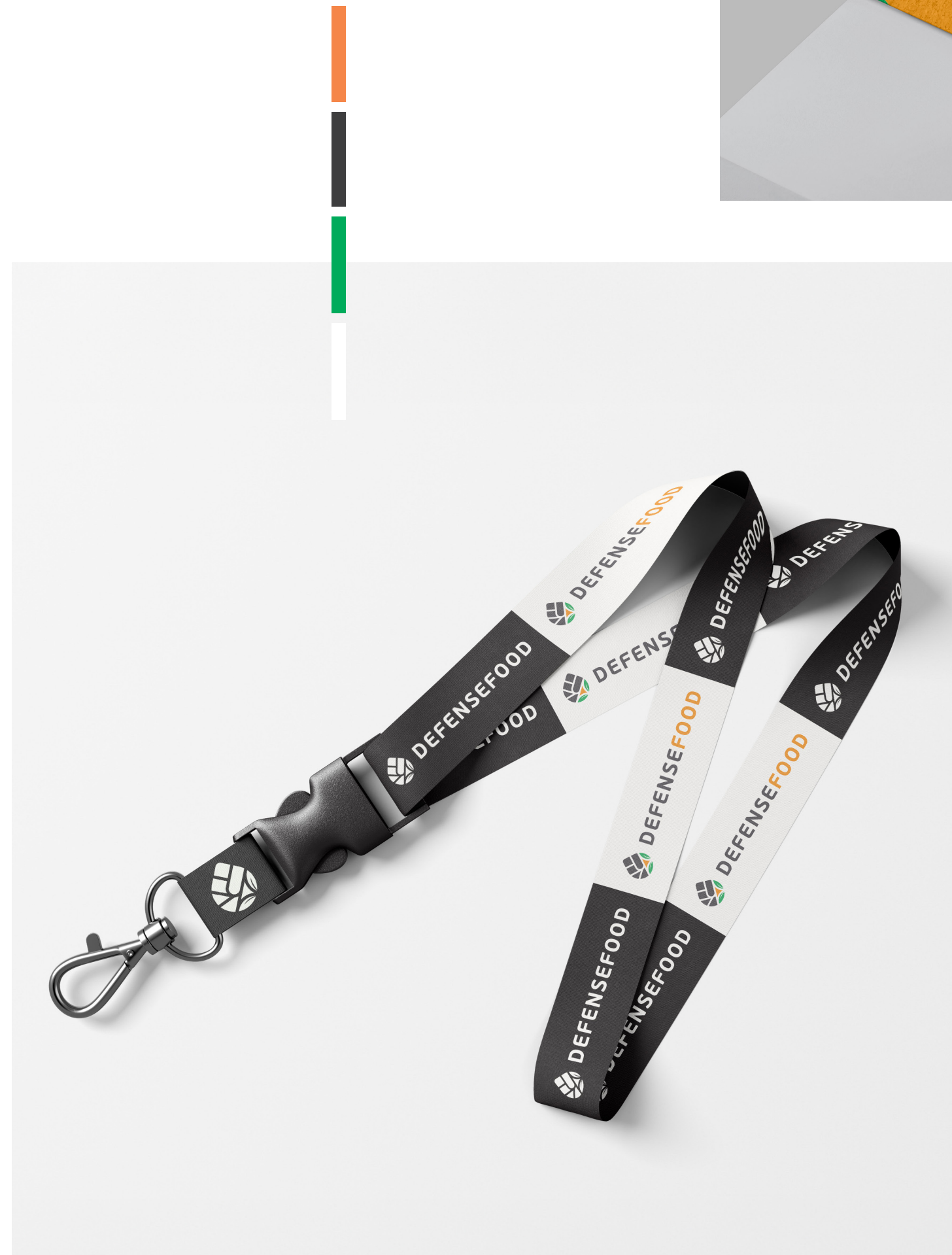
abcdefghijklmnopqrstuvxyz
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04 APPLICATION

APPLICATION

Brand Applications

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