

LOGO

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LOGO

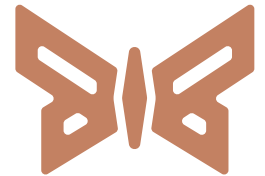
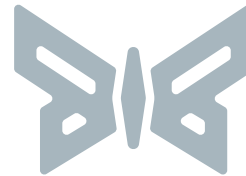
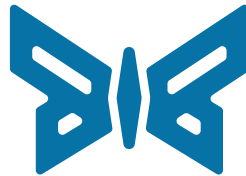
ALTERNATE VARIATIONS

0200M



LOGO

FAVICON



BRAND COLORS

This is The Journey Venture Studio's brand color palette, to be used in all digital and print applications.



BRIGHT COPPER

H: #ba8468
C: 15, 50, 60, 10
R: 195, 130, 99



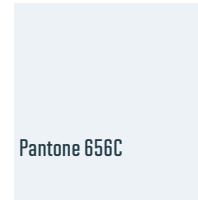
INDIGO BLACK

H: #283b46
C: 35, 0, 0, 88
R: 35, 60, 71



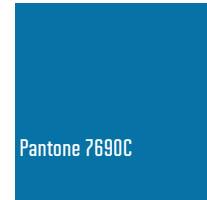
STEEL GRAY

H: #aab6be
C: 10, 0, 0, 30
R: 167, 182, 191



LIGHT SILVER

H: #eaf0f3
C: 3, 0, 0, 4
R: 233, 240, 243



DEEP CYAN

H: #1f72a2
C: 84, 30, 0, 25
R: 0, 114, 167

PRIMARY

SECONDARY

ACCENT

PATTERN



BRAND TYPOGRAPHY

Use these brand fonts when they are available. Revert to the following page otherwise.

AA

**AA BB CC DD EE FF GG HH II
JJ KK LL MM NN OO PP QQ RR
SS TT UU VV WW XX YY ZZ
0 1 2 3 4 5 6 7 8 9**

**PROXIMA NOVA BLACK
ALL CAPS — TITLES**

AA

AA BB CC DD EE FF GG HH II JJ KK LL
MM NN OO PP QQ RR SS TT UU VV WW
XX YY ZZ

0 1 2 3 4 5 6 7 8 9

**SOLANO GOTHIC PRO MVB SEMIBOLD
ALL CAPS — SUBTITLES**

Aa

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Proxima Nova Regular —
Body copy

T
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C
E

TITLE TYPEFACE: PROXIMA NOVA BLACK ALL CAPS

SUBTITLE TYPEFACE: SOLANO GOTHIC PRO MVB SEMIBOLD ALL CAPS

Body typeface: Proxima Nova Regular. This font collection gives the visual brand strength, modernity, and simplicity. With a bold title font that grabs attention and a unique subtitle typeface that compliments well while adding sleekness, these fonts would give The Journey brand visual strength both now and into the future.

ALTERNATE TYPOGRAPHY

Use these alternate fonts when brand fonts are not available.

HEADER FONT IS ARIAL BLACK ALL CAPS

SUBTITLE + META FONT IS ARIAL REGULAR ALL CAPS

Body font is Arial, which is a very safe font to use across most applications and programs, including email clients, web applications, and more. This is the combo to use when all other options are unavailable.