

Friends of Marine Mammals

Brand Guidelines Sheet

PRIMARY LOGO



3 Color



SECONDARY LOGOS

Navy



2 Color



3 Color Sticker with URL



Black



White



COLORS

Maritime Navy

#003974
RGB 0, 57, 116
CMYK 100, 70, 0, 40
PANTONE 655 C

Ocean Blue

#0079C1
RGB 0, 121, 193
CMYK 100, 44, 0, 0
PANTONE 7461 C

Seaweed Green

#0CA948
RGB 12, 169, 72
CMYK 80, 0, 100, 5
PANTONE 2272 C

Sunshine Yellow

#FFF203
RGB 255, 242, 3
CMYK 0, 0, 95, 0
PANTONE 3945 C

TYPOGRAPHY

Mona Sans

Get it here: \$0
<https://befonts.com/mona-sans-font-family.html>

Mona Sans comes in Regular, Wide, and Narrow in many weights plus italics.

AaBbCcDdEeFf

Regular width for headings and body text

AaBbCcDdEeFf

Wide width for all-caps subheadings

An example headline set in Mona Sans Bold

A SUBHEADING IN MONA SANS BOLD WIDE

This body text is set in Mona Sans Regular. This is an example of how to combine fonts. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullam suscipit lobortis nisl ut aliquip ex ea commodo.