

culture declares

quick branding guide | dec 2019

Font Museo 300 500 700 (bold)

Text Arrangements

Font: Museo
(weight 500)
Font size = Font leading

**culture
declares**

Vertical (default)

culture declares

Horizontal

Suggested use case for
subgroups
(subgroup font weight: 300)

kirkless
**culture
declares**

**culture
declares**
united kingdom

kirkless **culture declares**
culture declares united kingdom

Color Palettes



Saffron

Pale
Chestnut

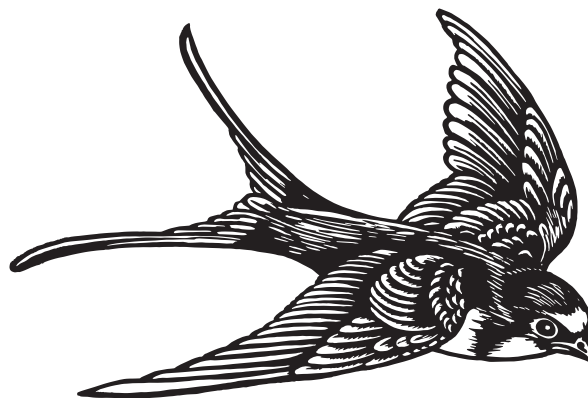
Medium
Turquoise

Jungle
Green

Blue
Yonder

HEX	#efc426	HEX	#d69eb3	HEX	#52d1dc	HEX	#20a084	HEX	#346daa
RGB	239 196 38	RGB	214 158 179	RGB	82 209 220	RGB	32 160 132	RGB	52 109 170
HSV	47 84 94	HSV	338 26 84	HSV	185 63 86	HSV	167 80 63	HSV	211 69 67
CMYK	0 18 84 6	CMYK	0 26 16 16	CMYK	63 5 0 14	CMYK	80 0 18 37	CMYK	69 36 0 33

Kitemark



From Extinction Rebellion
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be find on XR design
guide

Remarks

This is not a definitive guide to Culture Declares identity, as this is a draft. We'll have a full branding identity meeting in 2020, and things might change. Feel free to adapt to your needs and use case. Please only use this for non-commercial purpose, even for good-intention purposes such as merchandise from the identity.