

POLLINATOR PRO:

BRANDING STYLE GUIDE

FEB 2021



POLLINATOR *PRO*
LANDSCAPES THAT RESTORE DIVERSITY

POLLINATOR PRO

PRIMARY LOGO
VERTICAL:



PRIMARY LOGO: REVERSED



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HORIZONTAL



POLLINATOR *PRO*

POLLINATOR *PRO*

ICON



DESIGN

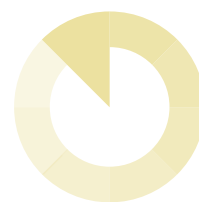
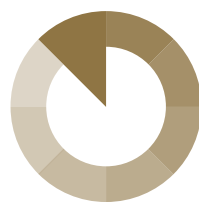
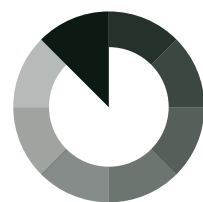
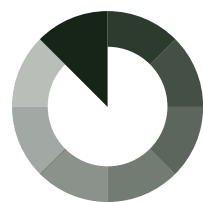
NOTE: THIS IS JUST A SUGGESTION



BW



COLORS



HEX: #192719
CMYK: 76, 57, 77, 74
RGB: 25, 39, 25

HEX: #101C15
CMYK: 77, 60, 71, 79
RGB: 16, 28, 21

HEX: #907645
CMYK: 43, 50, 84
RGB: 144, 118, 169

HEX: #ECE0A1
CMYK: 8, 7, 44, 0
RGB: 236, 224, 161

HEX: #C7C7C0
CMYK: 22, 17, 22, 0
RGB: 199, 199, 192

FONTS

BEBAS NEUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BEBAS NEUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

GRADIENTS

