

# BRAND GUIDELINES

## LOGO LOCKUP

**FULL COLOR**  
Logo Lockup



**GLYPH**  
Logo Lockup



**GRAYSCALE**  
Logo Lockup



**KNOCKOUT**  
Logo Lockup



**KNOCKOUT + RED**  
Logo Lockup



Note: "DEO" is Josefin Medium to prevent text degradation due to bleed.

## WORDMARK

**FULL COLOR**  
Wordmark



**GLYPH**  
Wordmark



**GRAYSCALE**  
Wordmark



**KNOCKOUT**  
Wordmark



**KNOCKOUT + RED**  
Wordmark



Note: "DEO" is Josefin Medium to prevent text degradation due to bleed.

## BRANDMARK

**FULL COLOR**  
Logo Lockup



**GLYPH**  
Logo Lockup



**GRAYSCALE**  
Logo Lockup



**KNOCKOUT**  
Logo Lockup

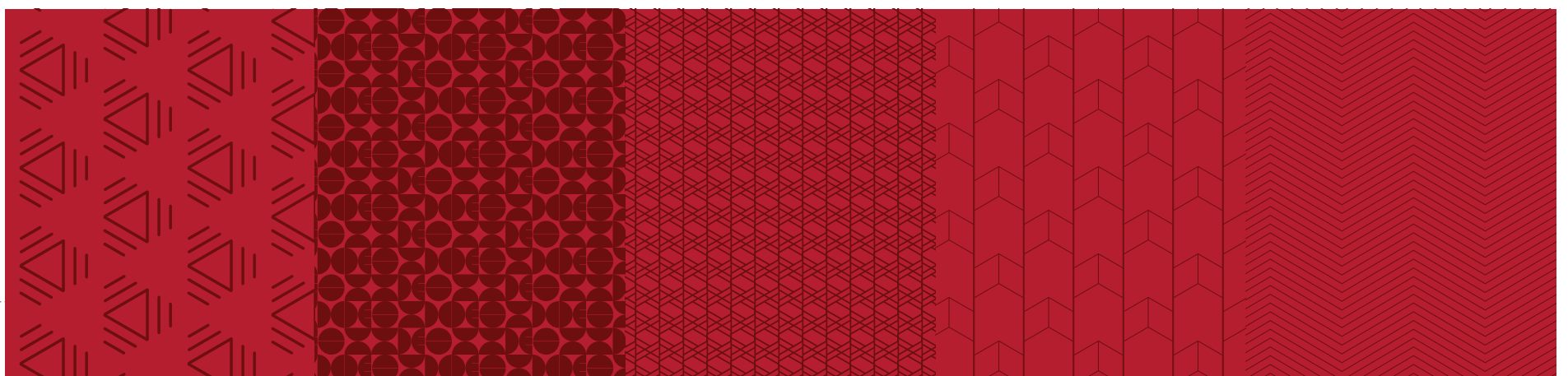


**KNOCKOUT + RED**  
Logo Lockup



Note: "DEO" is Josefin Medium to prevent text degradation due to bleed.

## PATTERNS



Line Based Triangles

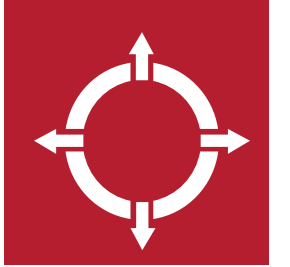
DEO MCM

Jonny

Vertical Line

Zig Zag





# BRAND GUIDELINES

## TYPOGRAPHY SYSTEM

### PRIMARY FONT

JOSEFIN SANS BOLD

[CLICK TO DOWNLOAD JOSEFIN SANS](#)

### SECONDARY FONT

BARLOW CONDENSED

[CLICK TO DOWNLOAD BARLOW CONDENSED](#)

### DETAILS

JOSEFIN SANS

# JOSEFIN SANS BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

### DETAILS

BARLOW CONDENSED

# Barlow Condensed

BARLOW CONDENSED REGULAR

BARLOW CONDENSED SEMIBOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z a b c d e f g h i j k l m n o p q r s t u v w x y z

## USAGE

### HEADLINE

Josefin San Bold - All Caps - Belgian Block  
Size dependent upon text and space available.

### SUBHEAD

Barlow Condensed Regular - All Caps - Color dependent  
on document background and overall color scheme.  
Size dependent upon text and space available.

Body Copy

Barlow Condensed Regular - No smaller than  
12 pts. Open line spacing: Canva setting: 1.6

## COLOR SYSTEM

### TREADOR

RGB: R: 181 G: 32 B: 48

CMYK: C: 29 M: 100 Y: 87 K: 11

HEX: #B51F30

### RED DAHLIA

RGB: R: 110 G: 17 B: 16

CMYK: C: 32 M: 99 Y: 99 K: 47

HEX: #6E1110

### PAGEANT BLUE

RGB: R: 38 G: 44 B: 66

CMYK: C: 86 M: 78 Y: 47 K: 49

HEX: #262C42

### SAXONY BLUE

RGB: R: 32 G: 94 B: 133

CMYK: C: 91 M: 61 Y: 29 K: 9

HEX: #205E85

### BELGIAN BLOCK

RGB: R: 71 G: 71 B: 72

CMYK: C: 66 M: 59 Y: 58 K: 41

HEX: #474748

### VOLCANIC ASH

RGB: R: 16 G: 166 B: 173

CMYK: C: 39 M: 29 Y: 26 K: 0

HEX: #A1A6A6