

Bike/Walk Central Florida

TYPOGRAPHY

Logo Font

Heading 1 - 28 pt

Subhead Font - 18 pt

Body Text: 12 pt ... Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Callout Font - 18 pt

Logo Font

Arial Rounded MT Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Heading Font

Quicksand Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body, Callout, & Caption Font

Quicksand Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

All samples above are an equal 18 pt font size - Captions should be 8 pt

COLORS

PANTONE SOLID COATED
PMS 647C

H: 206 | S: 75 | B: 57
C: 91 | M: 63 | Y: 20 | K: 04
R: 035 | B: 096 | G: 146

#236092

#1D3767

#C93827

#991E1F #630D0D

#689C41

#336431 #1B341A

PANTONE SOLID COATED
PMS 7565C

H: 029 | S: 82 | B: 80
C: 16 | M: 59 | Y: 100 | K: 03
R: 206 | B: 122 | G: 35

#CE7A23

#FFCF01 #EAA222 #CE6A28

LOGOS



ICONS



SECONDARY LOGO

