



HOOPLAH

STYLE GUIDE



LOGO

PRIMARY LOGO

HOOPLAH



LEGACY LOGO

HOOPLAH

ICON LOGO

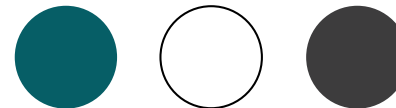


SPACING



LOGO COLOUR

The primary HOOPLAH logo can appear in any of the 3 colors below. When using the white logo, the background must be teal or black. See colour page in brand guide to get exact colour specs.

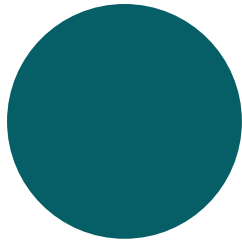


SIZING

HOOPLAH

Minimum screen size 100px
Minimum print size 3cm (1.1811 inches)

COLOUR



TEAL

HEX

#0A5D66

RGB

R 6 | G 94 | B 102

CMYK

C · 94

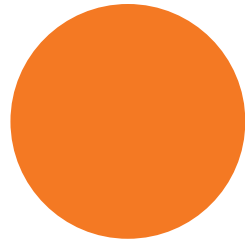
M · 9

Y · 0

K · 60

PANTONE

5473 C



ORANGE

HEX

#FA7921

RGB

R 244 | G 121 | B 35

CMYK

C · 0

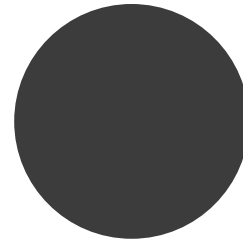
M · 50

Y · 86

K · 4

PANTONE

158 C



SLATE

HEX

#3C3C3C

RGB

R 61 | G 60 | B 61

CMYK

C · 0

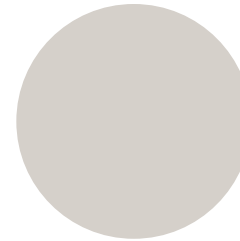
M · 50

Y · 86

K · 4

PANTONE

BLACK 7 C



GRAY

HEX

#D3D1CB

RGB

R 213 | G 208 | B 202

CMYK

C · 0

M · 2

Y · 5

K · 16

PANTONE

COOL GRAY 2 C

TYPEFACE FAMILY

HEADER 1

SOURCE SANS PRO BLACK

HEADER 2

SOURCE SANS PRO BOLD

HEADER 3

SOURCE SANS PRO BOLD

THIS IS BODY COPY. Ra dolut unt fuga. **Magnit** elendanti atquae molore sitatur, volorehent assitatem con niendis de pereped molorror rehentium ium debis Ne inverione sum seque num sapicil **lendam eum** et **as volorum audis** dolorae liatur sam la cum atium dolor as ut et laborum et vere nonseque simus *dolende*.

SOURCE SANS REGULAR

SOURCE SANS ITALIC

SOURCE SANS PRO BOLD

SOURCE SANS PRO BOLD ITALIC