

MINI BRAND STYLE GUIDE



PRIMARY LOGO



SECONDARY LOGO



SQUARE



FAVICON



A primary logo with background color



Use a secondary logo for a small space



COLORS



HEX #2E3192
RGB: 46 49 88
CMYK: 100 84 35 34
PMS: 624

HEX #D9534F
RGB: 216 152 104
CMYK: 35 57 45 5
PMS: 485

HEX #333333
RGB: 51 51 51
CMYK: 45 57 58 34
PMS: 419

HEX #F5E6D3
RGB: 245 230 211
CMYK: 1 2 2 5
PMS: 442

HEX #F7941D
RGB: 247 150 29
CMYK: 2 35 71 5
PMS: 4055

FOUNTS

Use for H1, headline, titles, quote

FreightNeo Pro

Light Light Italic
Book Book Italic
Medium Medium Italic

Use for H2, H3, sub-headline, body text

Quasimoda

Light Light Italic
Regular Regular Italic
SemiBold SemiBoldItalic

DESIGN ELEMENTS



“Baking is done out of love, to share with family and friends, to see them smile.”

- Anna Olson

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J Ma



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