

LATITUDE 64° STYLE GUIDE

**SHORT AND CONCISE
GUIDELINES ON HOW TO
REPRESENT LATITUDE 64°
IN TEXT AND GRAPHICS.**

- 1. LOGOS**
- 2. LOGO TREATMENT**
- 3. SLOGANS**
- 4. COLORS**
- 5. FONTS**
- 6. GRAPHIC ELEMENTS**

LOGOS



STANDARD LOGO (COLOR)



STANDARD LOGO



STANDARD TEAM LOGO



HORIZONTAL LOGO (COLOR)



HORIZONTAL LOGO



HORIZONTAL TEAM LOGO



INVERTED EXAMPLE



INVERTED EXAMPLE



INVERTED EXAMPLE



LOGO TREATMENT



AVOID THESE



STRETCHING



DISTORTION



USING UNAPPROVED COLORS



CHANGING LOGO FONTS



MOVING AROUND ELEMENTS



ROTATION

SLOGANS



QUALITY MATTERS

WHEN QUALITY MATTERS

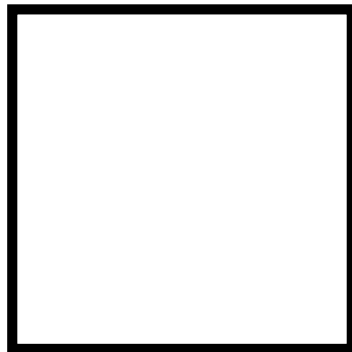
DISC GOLF CRAFTSMANSHIP

SWEDISH DISC GOLF CRAFTSMANSHIP

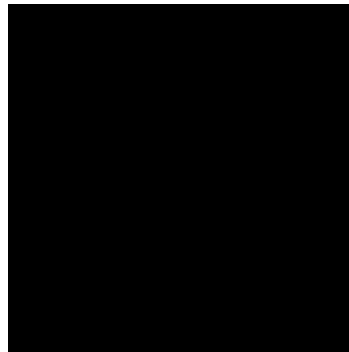
COLORS



MAIN COLORS



WHITE



BLACK



RED

PANTONE:2347 C
CMYK:6 99 100 1
RGB:225 25 0
HSB:7 100 88
HEX:#e11900



FONTS



MAIN FONTS

HEADLINE: EXO (BOLD)

BODY TEXT: Open Sans (Regular)

... available to download at <https://fonts.google.com/>

GRAPHIC ELEMENTS



HALFTONE DOTS

