

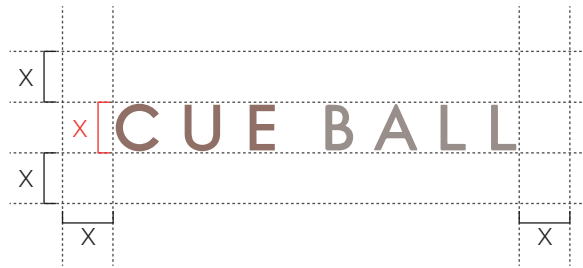
CUE BALL

BRAND STYLE GUIDE

01. LOGO

CUE BALL

CUE BALL



CUE BALL

CUE BALL

02. COLOR PALETTE

PRIMARY COLOR PALETTE



C: 37 M:92 Y:82 K:7
R:143 G:61 B:57



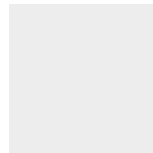
C: 63 M:48 Y:43 K:0
R:120 G:126 B:133



C: 36 M:47 Y:87 K:0
R:171 G:141 B:69



C: 82 M:79 Y:69 K:45
R:50 G:50 B:50



C: 6 M:5 Y:5 K:0
R:243 G:243 B:243

LOGO COLORS



PANTONE 4705 U
C: 51,85 M:61,75 Y:60,65 K:2,9
R:131 G:109 B:100



PANTONE WARM GRAY 7U
C: 48 M:42 Y:44 K:0
R:147 G:142 B:137

TYPOGRAPHIC STYLE

HEADLINE LOREM
IPSUM DOLOR

Gill Sans light

Subhead lorem ipsum dolor.

Featured lorem ipsum dolor.
Featured lorem ipsum dolor.

Gill Sans MT

Body copy lorem exeriureet dolor et dolorperos
aci blamet velenis molobor augait aut feu facin et
lum dolorer auguero eummod tat. Im dolestio
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magna commolor iure coreet, velent luptat.
Ectem aciduipis amet exer irit illa am nullam at,
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Gill Sans light

FONTS

Gill Sans Light

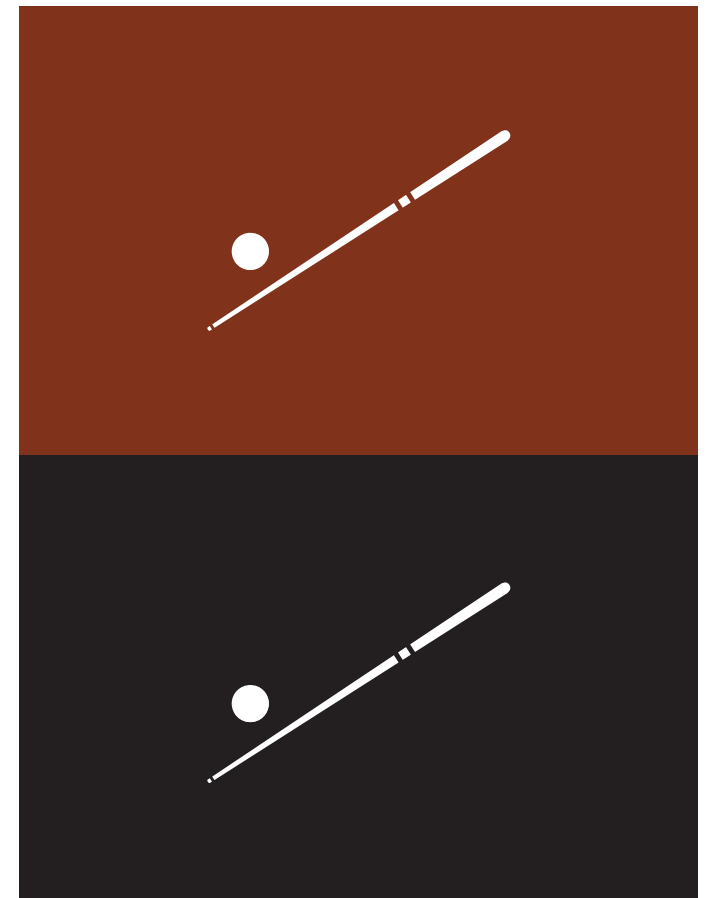
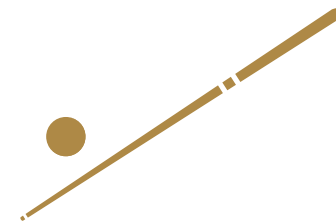
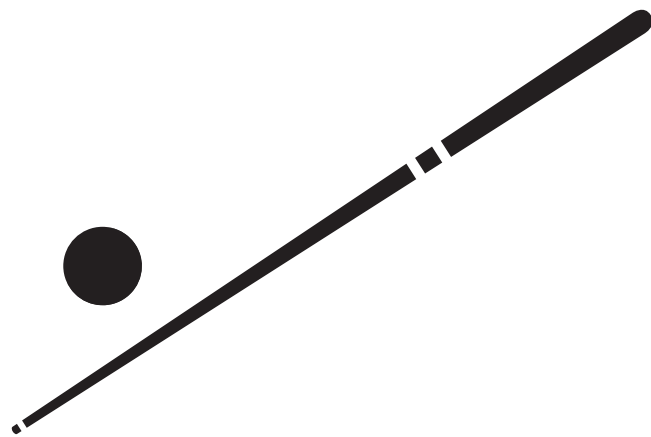
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gill Sans MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

04. SECONDARY MARKS

ICON



CUE BALL CAPITAL

A black rectangular background with the text "CUE BALL CAPITAL" centered in white, uppercase, sans-serif font.

CUE BALL CAPITAL

04. SECONDARY MARKS

