



**BRAND GUIDE**

# GET IT IN CHICO

## Main Logo Marks

Use this logo lockup with out the url when on the main website or when space is limited.

Use the logo lockup with the URL on promotional material that doesn't allow for direct links to the website.



WITHOUT URL



WITH URL

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## Secondary Logo Marks

The message in the heart can be modified to fit the product or category as long as it makes sense as a phrase. IE  
Plate It, Design It, Build It, Read It, Grow It.



# PRIMARY FONTS

## Archivo Font Family

Archivo Black is the primary block font.

## Kalam Font Family

Kalam Bold can be used in the heart and other iconography.

Both are Google Fonts and can be downloaded for free.

# PRIMARY COLORS



PMS: 186

R: 201 G: 18 B: 53

HEX: C91235

C:0 M:100 Y:89 B:0



PMS: 429

R: 162 G: 170 B: 182

HEX: A2AAB6

C:35 M:23 Y:19 B:2

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### Secondary Logo Marks and Icons

You can modify the heart in the dot of the eye with unique icons. You can also have fun with the colors to fit any color scheme.



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## Horizontal Logo

Use the horizontal version of the logo when space is short and wide such as a horizontal banner ad or freeway billboard.

