

PRIMARY LOGO



ALTERNATE/SECONDARY LOGO



COLORS



WINE RED

5/96/56/54

118/35/47

#76232F

PMS: 188 C



COLOR NAME

86/24/33/43

114/34/87

#722257

PMS: 7650 C



COLOR NAME

100/0/56/56

0/89/79

#00594F

PMS: 3292 C



COLOR NAME

29/39/31/9

164/140/136

#A48C88

PMS: 4089 C



COLOR NAME

5/6/0/0

229/225/230

#E5E1E6

PMS: 663 C

FONTS

Headlines: *Shoetime*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Body Copy: Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

GRAPHIC ELEMENTS/ICONS



USAGE EXAMPLES



PATTERNS/TEXTURES

