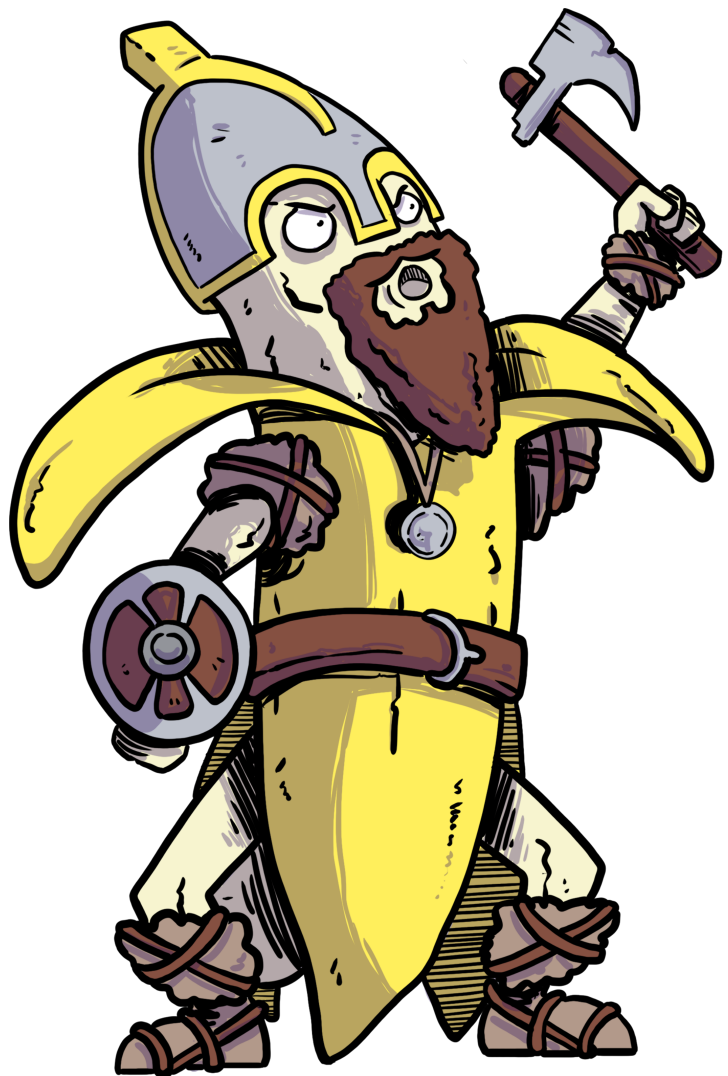
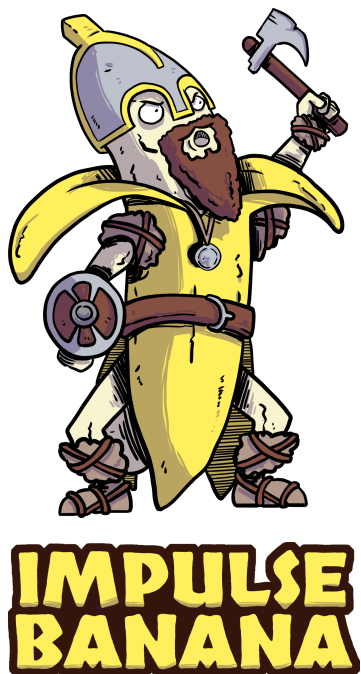


IMPULSE BANANA

Brand Style Guide

Character Illustration



Logotype

**IMPULSE
BANANA**

**IMPULSE
BANANA**

IMPULSE BANANA

Brand Style Guide

Type

Primary Typeface

Aa

Style: Regular
Case: All Caps
Tracking: Custom

\$kranji

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary Typeface

Aa

Style: Regular
Case: Sentence
Tracking: 30

Pridi

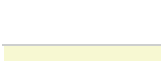
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Color

Proportion Approximation



Codes

	CMYK	RGB	HEX
	75 / 68 / 78 / 90	0 / 0 / 0	#000000
	37 / 67 / 72 / 29	129 / 81 / 65	#815141
	32 / 38 / 44 / 1	176 / 153 / 138	#B0998A
	25 / 19 / 13 / 0	190 / 193 / 203	#BEC1CB
	5 / 0 / 80 / 0	247 / 258 / 86	#F7EE53
	53 / 52 / 11 / 0	133 / 125 / 171	#857DAB
	0 / 0 / 0 / 0	255 / 255 / 255	#FFFFFF
	3 / 0 / 22 / 0	247 / 247 / 209	#F7F7D1