

CLAYTON CROWLEY

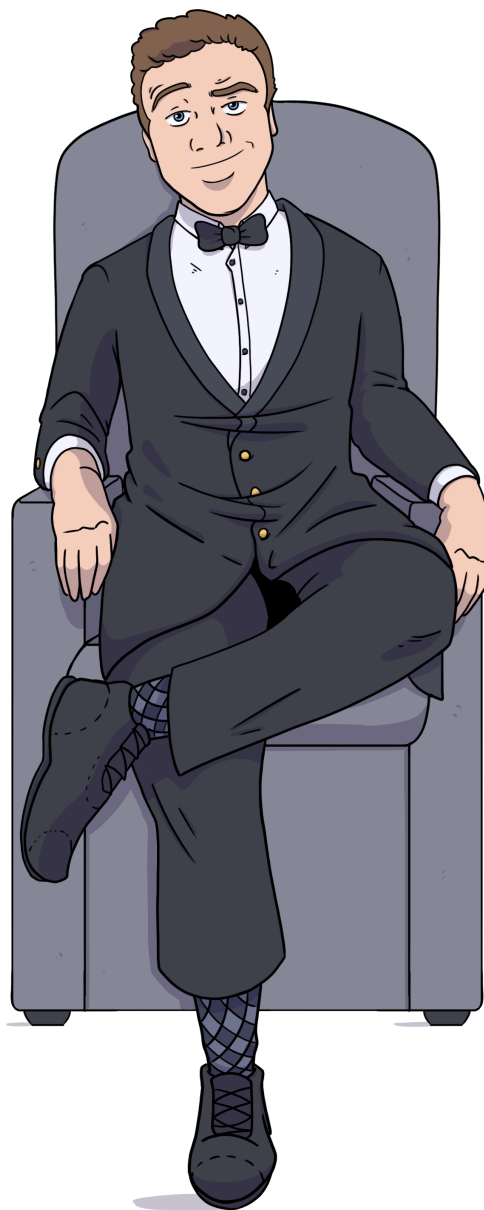
Brand Style Guide

Avatar Illustration

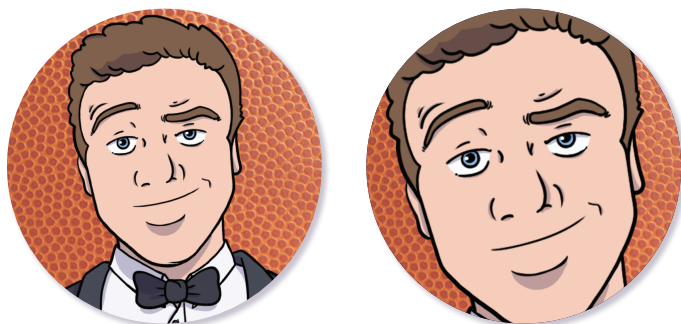
Half-Body:



Full-Body:

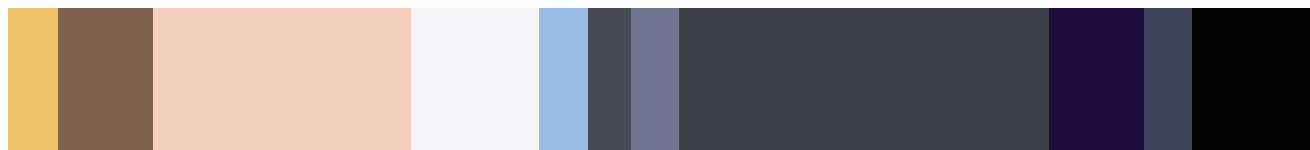


Profile Picture Cropping:



Avatar Color Palette

Color Proportion Approximation:



CLAYTON CROWLEY

Brand Style Guide

Type

Primary Typeface

Aa

Style: Regular
Case: All Caps

Seravek

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary Typeface

Aa

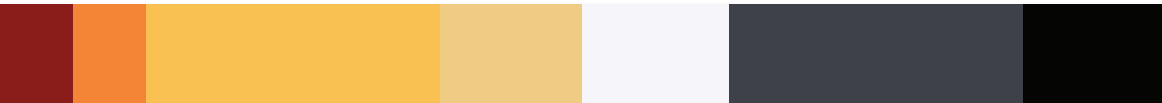
Style: Regular
Case: Sentence

Plantagenet Cherokee

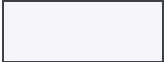
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Brand Colors

Proportion Approximation



Codes

	CMYK	RGB	HEX
	28 / 97 / 100 / 32	138 / 32 / 27	#8A201B
	0 / 59 / 88 / 0	244 / 131 / 54	#F48336
	2 / 25 / 78 / 0	248 / 192 / 83	#F8C053
	6 / 19 / 55 / 0	239 / 203 / 132	#EFCB84
	3 / 3 / 0 / 0	243 / 242 / 249	#F3F2F9
	73 / 65 / 52 / 41	63 / 65 / 75	#3F414B
	75 / 68 / 67 / 90	1 / 1 / 1	#010101

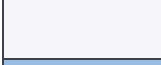
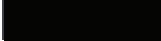
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Brand Style Guide

Avatar Colors Proportion Approximation



Codes

	CMYK	RGB	HEX
	7 / 21 / 71 / 0	236 / 197 / 103	#ECC567
	44 / 55 / 68 / 24	244 / 131 / 54	#7E634E
	4 / 20 / 23 / 0	241 / 206 / 187	#F8C053
	3 / 3 / 0 / 0	243 / 242 / 249	#F3F2F9
	38 / 16 / 0 / 0	154 / 189 / 228	#9ABDE4
	71 / 64 / 48 / 32	73 / 75 / 88	#494B58
	61 / 52 / 29 / 5	112 / 116 / 142	#70748E
	73 / 65 / 52 / 41	63 / 65 / 75	#3F414B
	93 / 98 / 39 / 53	32 / 14 / 61	#200E3D
	77 / 71 / 43 / 31	65 / 68 / 90	#41445A
	75 / 68 / 67 / 90	1 / 1 / 1	#010101

Brand Color Combinations

