

Brand Guidelines

american
MUSHROOM



american MUSHROOM

PRIMARY FONT / "american"

Kepler Std

AaBbCcDdEd
FfGgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789 !?&\$@

SECONDARY FONT / "MUSHROOM"

Degular

AaBbCcDdEd
FfGgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789 !?&\$@



CMYK 100/76/50/25
RGB 13-64-89
HEX #0D4059



CMYK 100/47/13/11
RGB 0-106-157
HEX #006A9D



CMYK 70/50/60/20
RGB 83-101-94
HEX #53655E



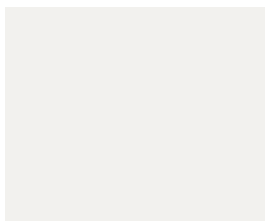
CMYK 37/97/79/13
RGB 152-43-59
HEX #982B3B



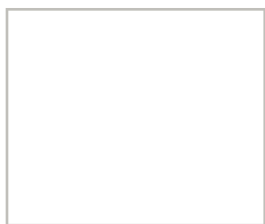
CMYK 55/25/25/90
RGB 13-35-42
HEX #0D232A



CMYK 12/10/14/15
RGB 193-191-186
HEX #C1BFBA



CMYK 4/4/5/0
RGB 242-239-236
HEX #F2EFEC



CMYK 0/0/0/0
RGB 255-255-255
HEX #FFFFFF



PRIMARY LOGO

american
MUSHROOM

HORIZONTAL / EXTENDED LOGO

americanMUSHROOM



BANNER LOGO



SEAL LOGO

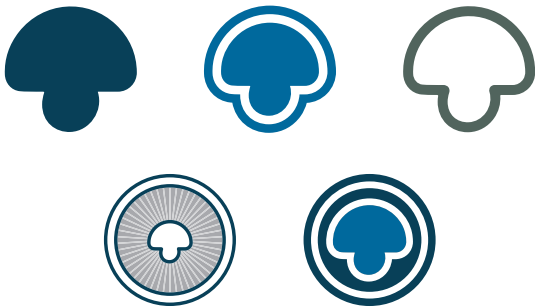




BRAND PATTERN



ICONS



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