

Valentine Campaign Branding

Round 1

BARLOW

Barlow is our font family

Headlines

Barlow Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Copy

Barlow Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Primary

RED

R218 G33 B40

HEX #da2128

C10 M100 Y100 K0

WHITE

R255 G255 B255

HEX #ffffff

C0 M0 Y0 K0

BLUE

R0 G84 B147

HEX #005493

C100 M75 Y16 K0

Secondary

LIGHT RED

R239 G83 B89

HEX #ef5359

C0 M83 Y60 K0

LIGHT BLUE

R0 G157 B218

HEX #009dda

C80 M20 Y0 K0

Tertiary

BLACK (digital)

R0 G0 B0

HEX #000000

RICH BLACK (print)

C60 M40 Y40 K100

LIGHT GRAY

R230 G230 B230

HEX #e6e6e6

C0 M0 Y0 K10

MID GRAY

R115 G115 B115

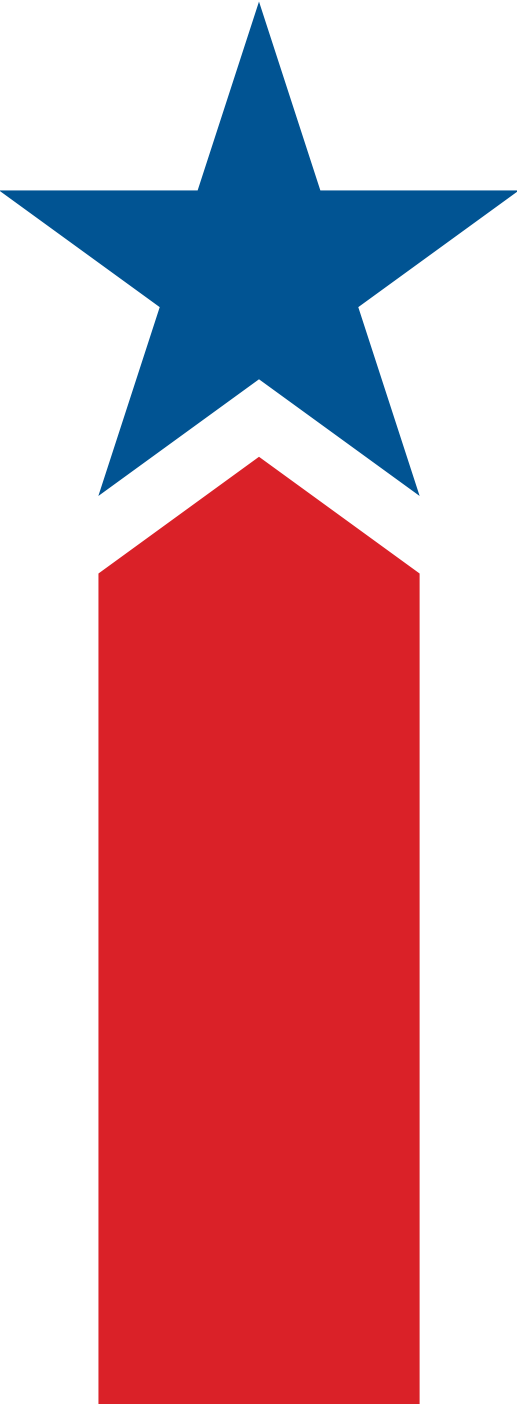
HEX #737373

C0 M0 Y0 K65

VALENTINE

MICAH
VALENTINE

Hero Element:
The Rising Star



VALENTiNE

MICAH
VALENTiNE

VALENTiNE

MICAH
VALENTiNE

VALENTiNE

MICAH
VALENTiNE

1 Color on light

1 Color on dark

VALENTINE

