

OUTDOOR ARTS Logotype

2 Colour

Black



Dos and don'ts



Do NOT change logo proportions



Do NOT change the size or position of typography



DO allow suitable space around logo



35mm

Minimum size for reproduction

If applied to photography or other imagery always ensure logo is positioned in an area of background that gives clear legibility



Colour Specification

Pantone

CMYK

PMS 234

C : 35%
M : 100%
Y : 35%
K : 5%

R: 168
G: 10
B: 92

#a80a5c

RGB

Hex

Typography

The typeface used to support the logo is Kelson Sans Regular. It is available in three font weights as a free download at - <http://www.fontspring.com/fonts/armasen/kelson>

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz