

VENUE by PROLINE STYLEGUIDE OVERVIEW

CORE
LOGO:



4/c Logo



4/c Reverse



1/c Logo Usage

LOGO
VARIANTS:



1/c Spot Logo
for Product Sticking

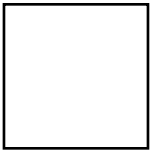


1/c Spot Logo
for Product Silkscreening

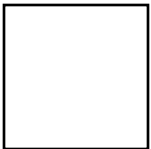
COLOR USAGE:



C: 100 M: 36 Y: 0 K: 0



C: 0 M: 0 Y: 0 K: 100



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PMS BLACK C

FONTS:

Headline Text:
Agency FB
BlackWide

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Subhead Copy:
Agency FB
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy:
Sans Serif Bld FLF
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy:
Helvetica LT
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

URL Text:
Agency FB
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Legal Type:
Helvetica LT
Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

STYLE:

- Packaging Style:
- All logos are 4/c where possible
 - All images are 4/c
 - All legal, barcode, and packing sticker elements stay on the smallest end of box