Logo

Full Color

CAROLINA OUTDOOR
RECREATION

One Color

Can be used in black, white, or with one of our listed colors.

CAROLINA OUTDOOR
RECREATION

Wordmark

The text part of the wordmark can also be used separately from the icon. For example, when the icon would be too small or on a busy background which would cause it to lose detail.
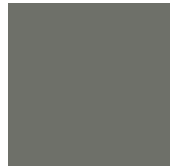
CAROLINA OUTDOOR
RECREATION

Color

Primary Color

Hex: 917A8C	Hex: 6F7069	Hex: DF9026	Hex: E1C360	Hex: 7AA89B	Hex: 1F352B
RGB: 145, 122, 140	RGB: 111, 112, 105	RGB: 223, 144, 38	RGB: 225, 195, 96	RGB: 122, 168, 155	RGB: 31, 53, 43
CMYK: 46, 52, 32, 4	CMYK: 57, 47, 53, 17	CMYK: 11, 49, 100, 0	CMYK: 13, 20, 75, 0	CMYK: 55, 20, 42, 0	CMYK: 79, 54, 72, 62

Secondary Color

Secondary colors should be used as accents to create depth and supplement the main colors above.

Fonts

Century Gothic is our main display typeface used for titles, headlines and in the logo. It should not be used for anything longer than a few sentences.

Avenir is our main sans-serif typeface and should be used for longer passages of text and body copy, especially for items intended for electronic use.

Hickory Jack is our serif typeface and should be used as an accent only.