



International **INTRIGUE**



BRAND GUIDE

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SUPPORTING FONTS

KAPRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

USE THIS FONT:

- Exclusively in all caps
 - For headlines or minimal text at a large scale
-

Gotham Rounded Medium Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

USE THIS FONT:

- For subheads and body copy
- In all caps, sentence or title case,
reserve all caps for limited amounts of copy

INTERNATIONAL INTRIGUE COLORS

CMYK: 96 79 47 49
RGB: 15 42 66
HEX: #0f2a42

CMYK: 67 0 15 0
RGB: 35 192 215
HEX: #23c0d7

CMYK: 26 46 100 6
RGB: 184 135 44
HEX: #b9872c

CMYK: 90 45 36 9
RGB: 0 111 135
HEX: #006f87

TINT: 87%

THIRD SPACE COLORS

PMS: 446 C
CMYK: 72 58 60 44
RGB: 59 68 68
HEX: #3b4444

PMS: 376 C
CMYK: 56 3 100 0
RGB: 127 188 66
HEX: #7fbc42

APPLICATION EXAMPLES



DOUBLE IPA	Hops from four continents evoke unique aromas of tropical fruit, citrus, melon and berry. A backbone of malted wheat provides soft bready notes that allow the character of these international hops to shine.	8.7% ALC BY VOL
		40 IBU

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