

Happy Place



BRAND GUIDE

LAST UPDATED:
FEBRUARY, 12 2019

STACKED TYPE TREATMENT

Happy
Place

Happy
Place

Happy
Place

HORIZONTAL TYPE TREATMENT

Happy Place

Happy Place

Happy Place

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

HAPPY PLACE COLORS

PMS: 151 C
CMYK: 0 60 0 100
RGB: 245 130 32
HEX: #f58220

PMS: 137 C
CMYK: 0 42 100 0
RGB: 250 162 27
HEX: #faa21b

PMS: 123 C
CMYK: 0 23 92 0
RGB: 255 198 44
HEX: #ffc62c

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



MIDWEST PALE ALE	Bright hop aromas meet notes of citrus and tropical fruit in this supremely balanced hoppy pale ale.	5.3% ALC BY VOL
		45 IBU

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