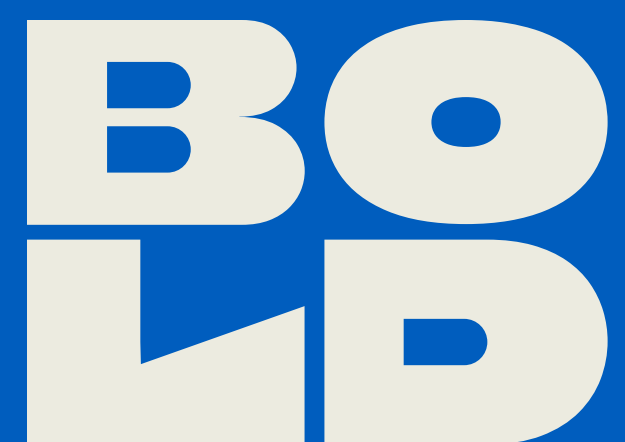




CEREAL CO.

STYLE GUIDE



TABLE OF CONTENTS

1. MAIN LOGO

2. TYPOGRAPHY

3. COLOR

4. SUBSIDIARY BRANDS





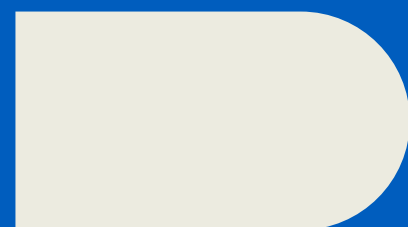
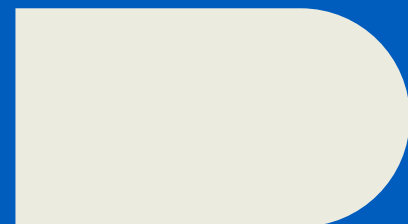
CLIMATE CRISIS VARIABLE

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z



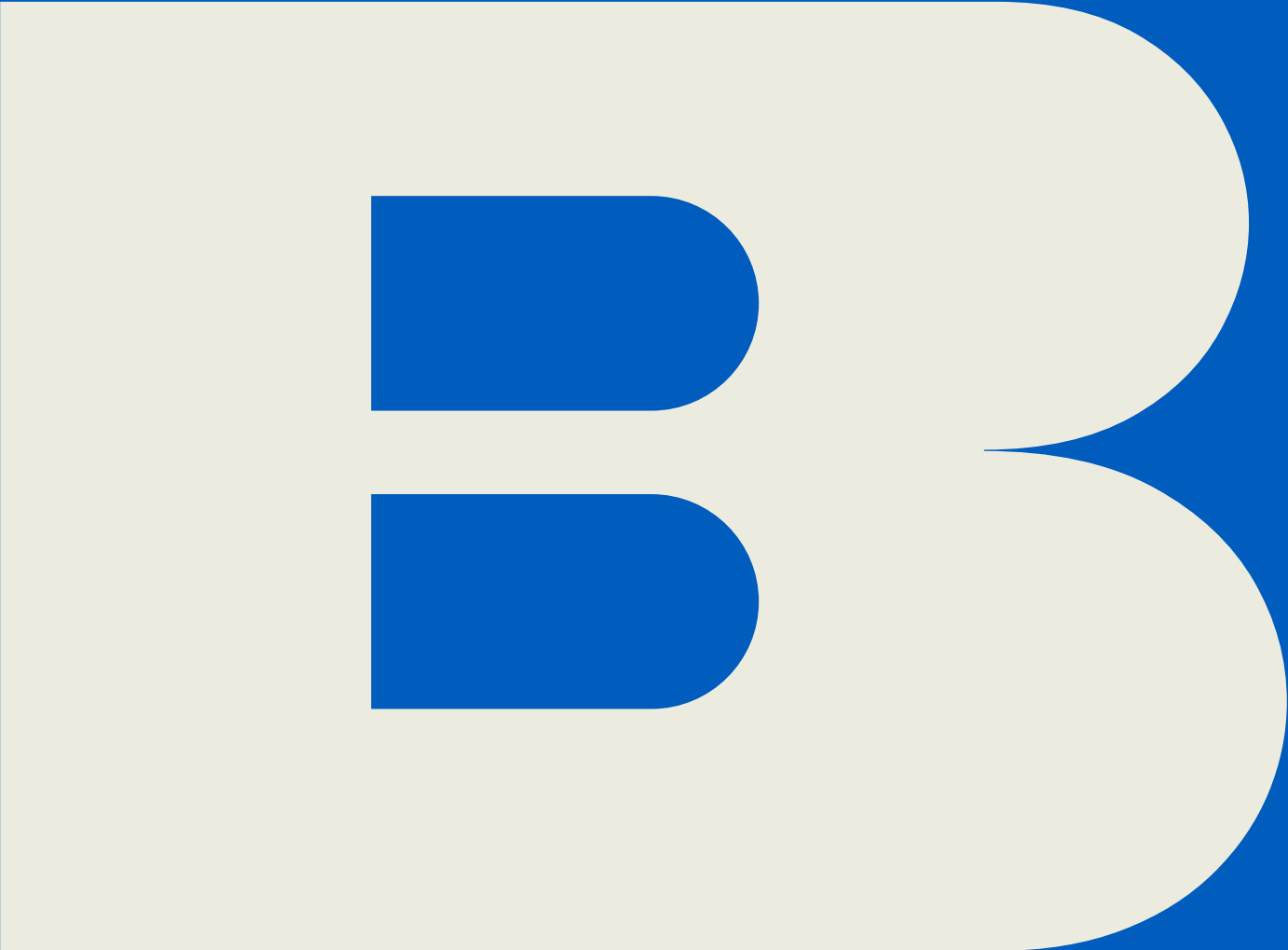
FIELDWORK-HUM-FAT

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z



BLUE
#345BF5
76,66,0,0
PMS 2131C

CREAM
#EBE9DF
7,5,11,0





TYPE
-O'S

TYPE
-O'S

GLUTEN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ALL ROUND GOTHIC BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ



ORANGE
#FC4A14
0,86,100,0
PMS 172C

WHITE
#FFFBF3
0,1,4,0





market
munch



market
munch

ROCA

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

munch!

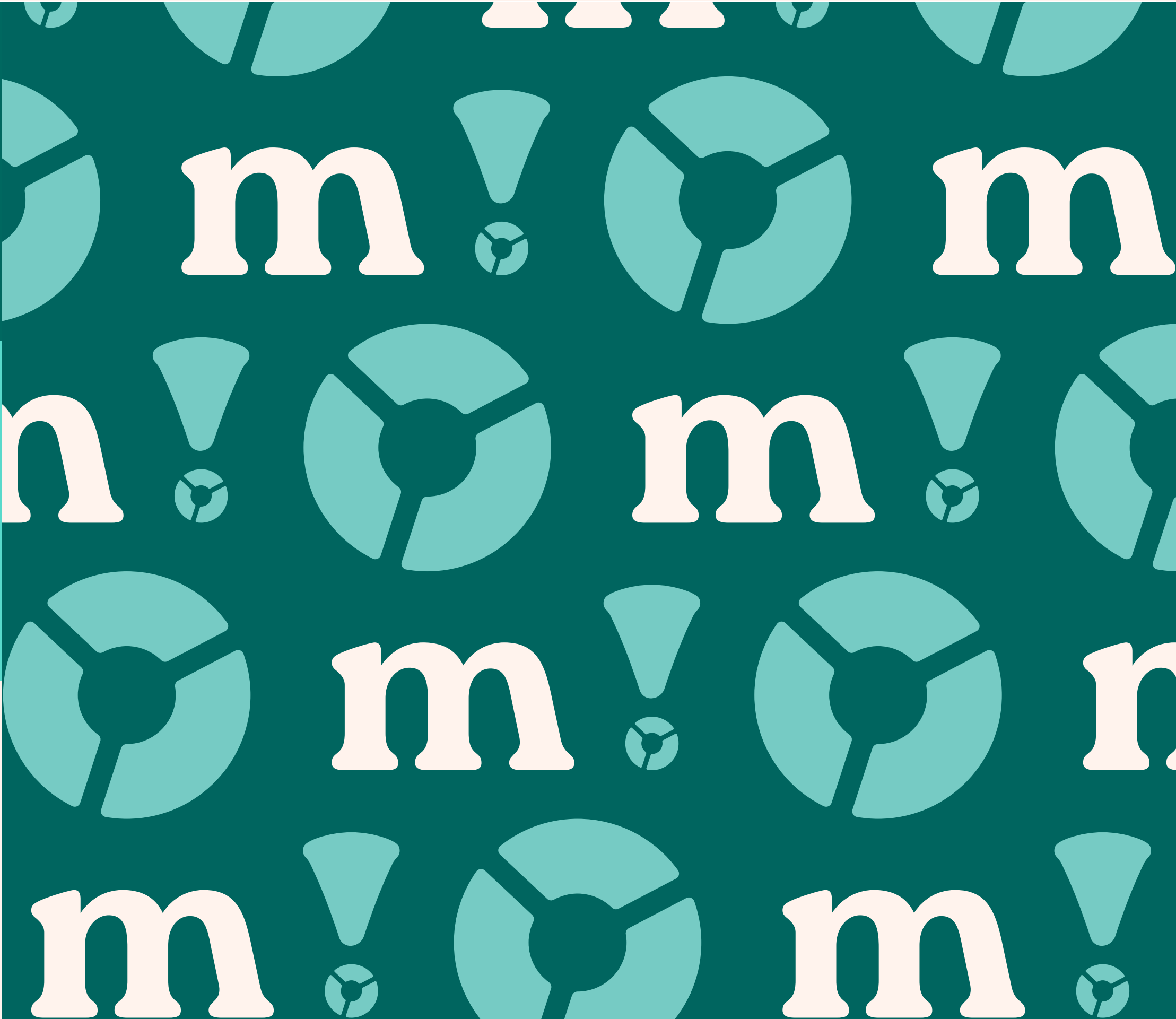
CRAFTER ROUGH

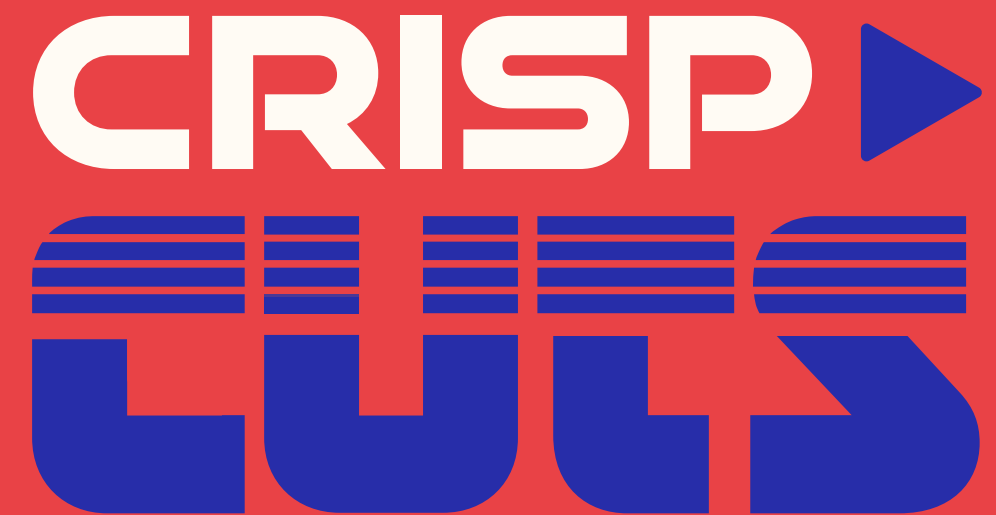
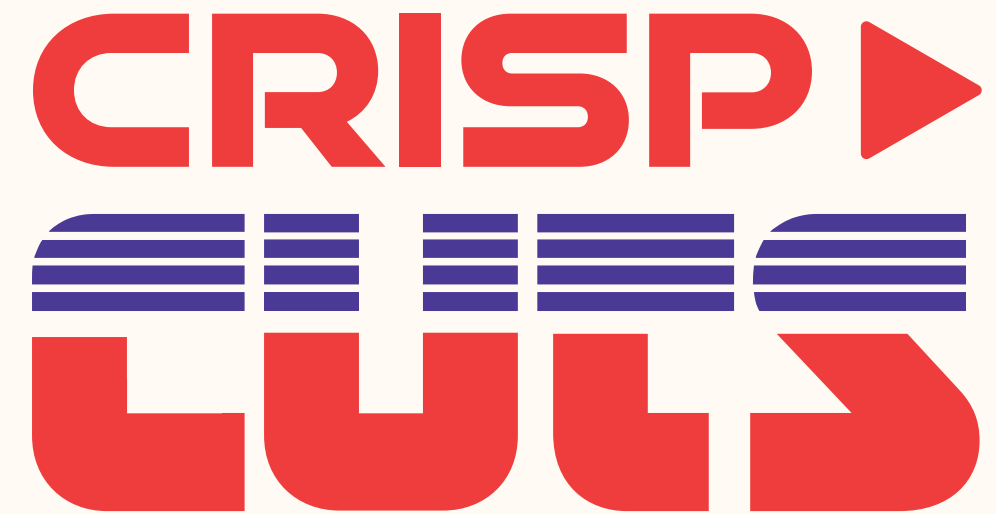
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

GREEN
#00655F
100,36,64,23
PMS 329C

TEAL
#E93D3F
2,91,79,0
PMS 3533C

CREAM
#EBE9DF
7,5,11,0

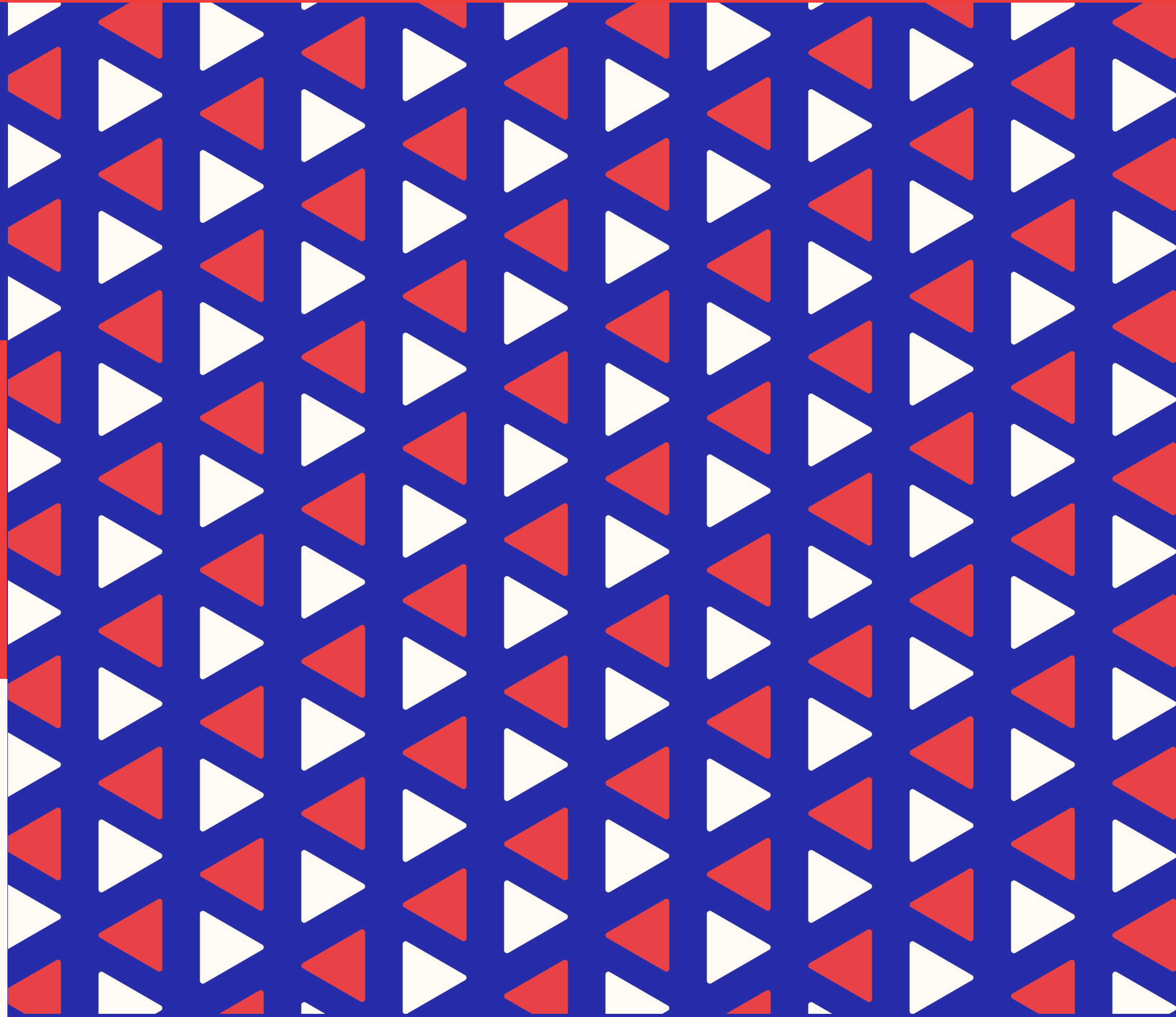




BLUE
#4B3996
87,94,0,0
PMS 2098C

RED
#E93D3F
2,91,79,0
PMS 2034C

CREAM
#FFFBF3
0,1,4,0

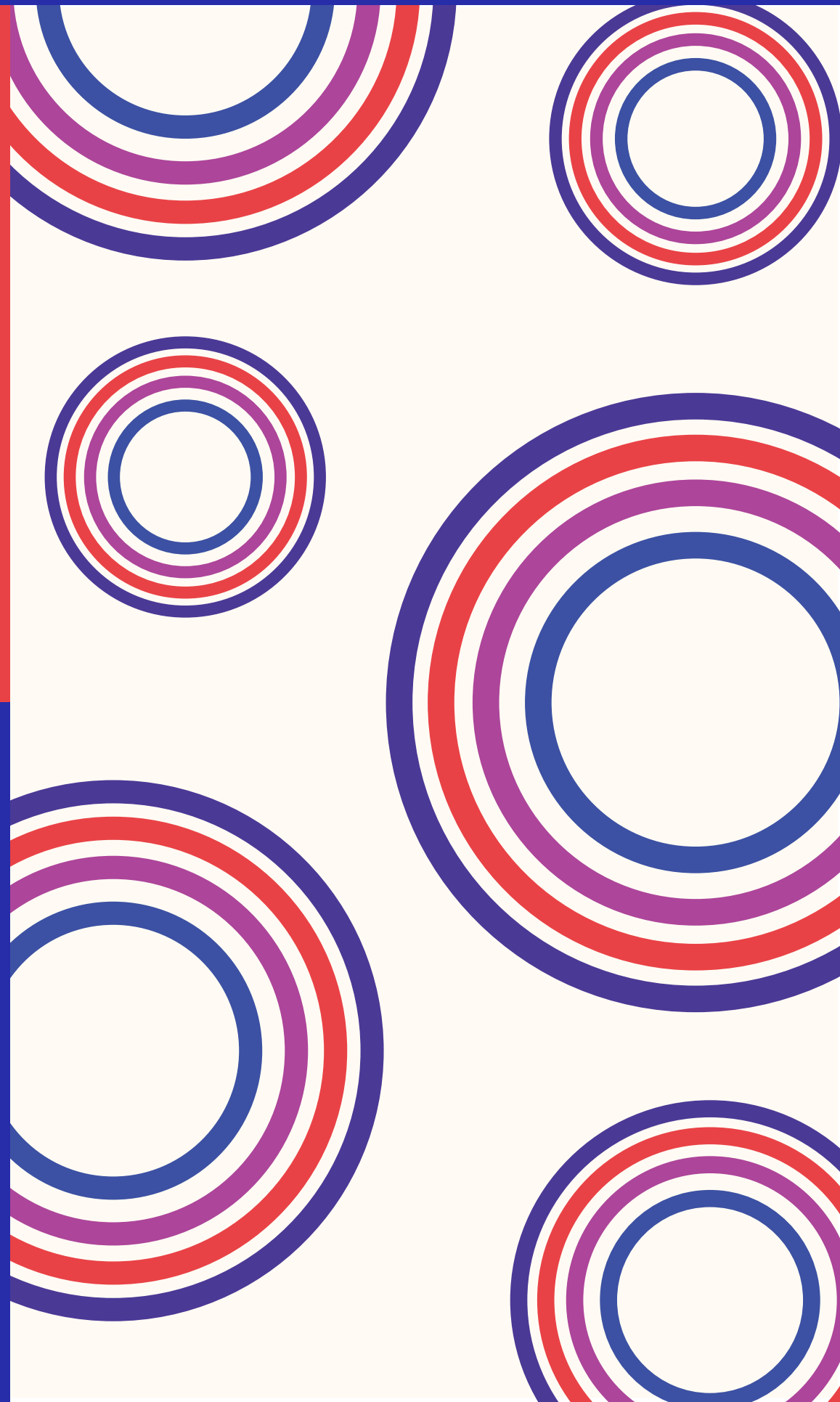


GOOD TIMING RG BOLD

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z**

ANATOL

**a b c d e f g h i j k l m n
o p q r s t u v w x y z**





**PIXEL
PUFFS**
CHOCOLATE HONEYCOMB



**PIXEL
PUFFS**
CHOCOLATE HONEYCOMB

GREEN
#21B24B
78,0,100,0
PMS 2421C

BLACK
#E93D3F
2,91,79,0
PMS BLACK 6C

GRADIENT
#E93D3F & #EDDE00
78,0,100,0 & 11,4,100,0
PMS 2421C & PMS 3955C

