



Holiday Grease Roundup

***Brand Guidelines
& Visual Identity***

Revised 07-2023



Holiday **G**rease **R**oundup

Visual Identity & Brand Guidelines

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Logo — Gecko Lunch

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Text — Poetsen One

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?!&

Text — Signika SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?!&

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Links to acquire fonts used in the HGR brand:

Gecko Lunch — <https://www.dafont.com/gecko-lunch.font>

Poetsen One — <https://www.dafont.com/poetsen-one.font>

Signika — <https://fonts.google.com/specimen/Signika>

Notes on Gecko Lunch:

Gecko Lunch is only used in the HGR logo. It should only be used for purposes of modifying existing HGR logos or creating new ones. The HGR logo uses a modified form of the default 'G' glyph.

Notes on Poetsen One and Signika:

Both of these fonts can be used for English and Spanish text, but Poetsen One should take priority. Any Vietnamese text must use Signika, as Poetsen One does not contain the necessary glyphs.

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Logos

Diagonal Logo Dated



Diagonal Logo Undated



English and Spanish Banners



Dated and Undated Borders



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COLORS
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Background & Text Light: Pantone 475 C at 50% Tint
C1.5 M10 Y13 KO; R248 G229 B215; Hex #f8e5d7

Accent Yellow: Pantone 7409 C
C3 M32 Y98 KO; R244 G178 B35; Hex #f4b223

Accent Red: Pantone 7627 C
C23 M95 Y94 K15; R170 G45 B41; Hex #aa2d29

Accent Brown: Pantone 7596 C
C45 M68 Y71 K47; R94 G60 B50; Hex #5e3c32

Background & Text Dark: Pantone 439 C
C60 M66 Y62 K54; R68 G54 B53; Hex #443635

COLORS
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