

# JACKSONVILLE MARDI GRAS



1 Color



White



Black



Dark Backgrounds

## Primary Colors



PMS: P 93-7 C  
cmyk: 69, 90, 0, 0  
rgb: 2110, 63, 152  
web# 6E3F98



PMS: P 149-7 C  
cmyk: 78, 24, 95, 0  
rgb: 69, 149, 76  
web# 45954C



PMS: P 10-15 C  
cmyk: 11, 30, 100, 0  
rgb: 1228, 177, 35  
web# 6E4B123

## Secondary Colors



cmyk: 61, 0, 96, 0  
rgb: 108, 192, 73  
web# 6CC049



cmyk: 34, 43, 74, 8  
rgb: 165, 134, 85  
web# A58655



cmyk: 88, 100, 37, 39  
rgb: 50, 14, 74  
web# 32184A



cmyk: 0, 0, 0, 0  
rgb: 255, 255, 255  
web# FFFFFFFF

## Font Guide

### DADDY IN SPACE

ABCDEFGHIJKLMN OPQRSTUVWXYZ ABCDEFGHIJKLMN OPQRSTUVWXYZ123456789

### Lato Heavy

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz123456789

### Lato Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz123456789

### Brand Notes:

To maintain consistency in artwork:

Daddy in Space should be limited highlight copy.

Lato Heavy should be used for headers.

Lato Semibold should be used for subheaders.

Lato Regular should be used for body copy.

Additional typefaces within the font families may be used.