

HARD TRUTH STYLE SHEET

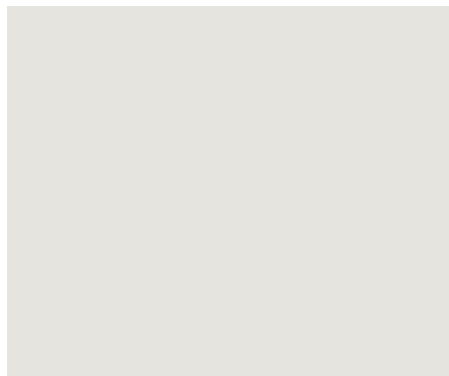
COLORS

DARK GREY



PMS 2336
#434444
C76 M69 Y68 K33

LIGHT GREY



PMS WARM GRAY 1
#E4E1DC
C3 M3 Y6 K7

We mainly use these neutral colors because our label colors are all over the spectrum. We use photography heavily to infuse color into our content

TYPE

HEADER STYLE 1

MONTESERRAT

SEMI BOLD - ALL CAPS - 150 TRACKING

Header Style 2

Superclarendon

Regular - Sentence Caps - O tracking

Body Style 1

Superclarendon

Regular - Sentence Caps - O tracking

Body Style 1

Monteserrat

Regular - Sentence Caps - O tracking

LOGOS



PRIMARY DARK



SMALL CIRCLE NO TAG



PRIMARY REVERSE