



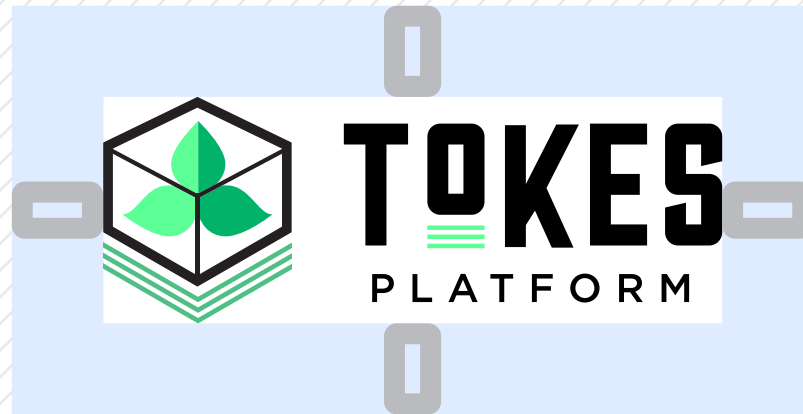
**TOKES**  
PLATFORM

BRAND GUIDE

Grey striped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement of "O" in "TOKES". Logo must not be scaled less than 0.5".



## CLEAR SPACE

WHITE ICON + WHITE LOGO

GREY ICON + WHITE LOGO

GREY ICON + BLACK LOGO

BLACK ICON + BLACK LOGO

Light background



Dark background



## BEST PRACTICES COLOR GUIDE

HORIZONTAL

VERTICAL

ICON

TEXT

Primary color



Greyscale

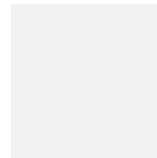


Flat



# ORIENTATION

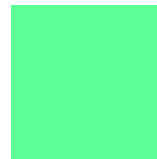
# COLOR



R: 242  
G: 242  
B: 243

HEX: F2F2F3

C: 4  
M: 3  
Y: 2  
K: 0



R: 92  
G: 255  
B: 150

HEX: 5BFF96

C: 50  
M: 0  
Y: 64  
K: 0



R: 0  
G: 179  
B: 105

HEX: 00B268

C: 79  
M: 0  
Y: 81  
K: 0



R: 90  
G: 90  
B: 110

HEX: 5A5A6E

C: 68  
M: 62  
Y: 40  
K: 19



R: 33  
G: 36  
B: 48

HEX: 212430

C: 80  
M: 73  
Y: 54  
K: 63

# TYPOGRAPHY

## HEADER

SULLIVAN FILL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%&\*()\_+ -=

## BODY

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890~!@#%&^\*()\_+ -=

Gotham Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890~!@#%&^\*()\_+ -=

*Gotham Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890~!@#%&^\*()\_+ -=*