

SERIES STYLE GUIDE

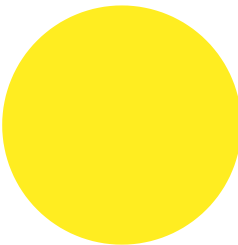


FONTS

- WIN THE DAY title: DIN Next Pro Bold
- Supporting text: Adobe Caslon Pro

COLORS

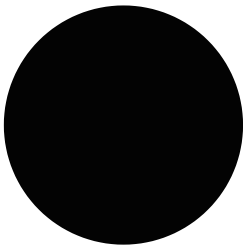
PRIMARY



HEX CODE
#ffed21

CMYK:
3, 1, 94, 0

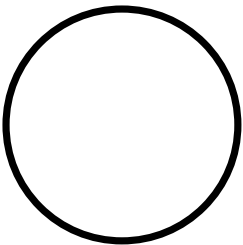
RGB:
255, 237, 33



HEX CODE
#030303

CMYK:
75, 68, 67, 89

RGB:
3, 3, 3

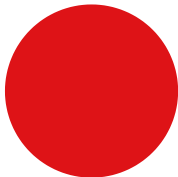


HEX CODE
#ffffff

CMYK:
0, 0, 0, 0

RGB:
0, 0, 0

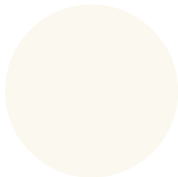
SECONDARY



HEX CODE
#de1317

CMYK:
7, 100, 100, 0

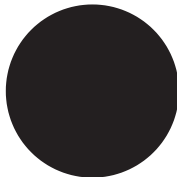
RGB:
222, 19, 23



HEX CODE
#fbf9ef

CMYK:
1, 1, 5, 0

RGB:
251, 249, 239



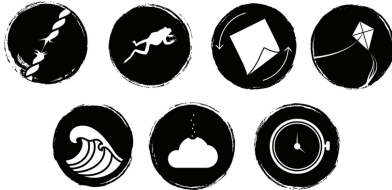
HEX CODE
#231f20

CMYK:
0, 0, 0, 100

RGB:
35, 31, 32

KEY ELEMENTS

yellow highlights, white space, icons, bold typography, celebratory



Yesterday is history. Tomorrow is a mystery.