



Fluid - Coffee & Events - JoJo Ty

**FLUID – COFFEE & EVENTS
STYLE GUIDE**

January 2021



Fluid - Coffee & Events - JoJo Ty

STYLE GUIDE — Fonts

INKHEART SCRIPT BOLD

a b c d e f g h i j k l m n o p q r s t u v w x y z

*A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z*

1 2 3 4 5 6 7 8 9 0

AVENIR NEXT HEAVY

**a b c d e f g h i j k l m n o p q r s t
u v w x y z**

**A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z**

1 2 3 4 5 6 7 8 9 0



Fluid - Coffee & Events - JoJo Ty

STYLE GUIDE — Logo

WEB, PRINT

AI, PDF, JPG, PNG





Fluid - Coffee & Events - JoJo Ty

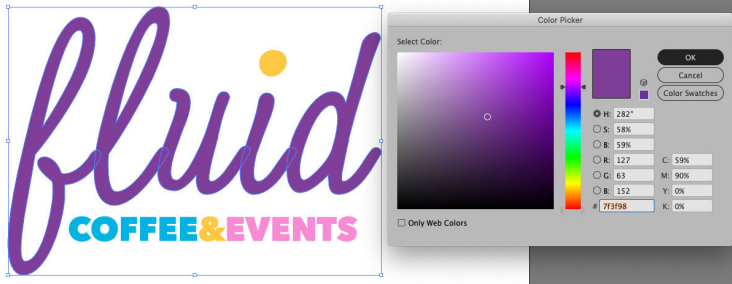
STYLE GUIDE — Colors

PURPLE

R=127 G=63 B=152

Hex #7f3f98

C=59 M=90 Y=0 K=0



BLUE

R=0 G=179 B=227

Hex #00b3e3

C=71 M=8 Y=3 K=0



YELLOW

R=255 G=200 B=67

Hex #ffc843

C=0 M=22 Y=84 K=0



PINK

R=248 G=139 B=212

Hex #f88bd4

C=5 M=54 Y=2 K=0





Fluid - Coffee & Events - JoJo Ty

STYLE GUIDE — Clear Space

FULL LOGO

Clear space on all four sides of the logo should be a minimum of the height of the "u" in "fluid."

