

**Narwhal Divers**  
FOR THE UNICORNS OF THE SEA



*Transgender District Entrepreneur Accelerator Program* - **Narwhal Divers** - Niko Kowell

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# **NARWHAL DIVERS STYLE GUIDE**

October 2022





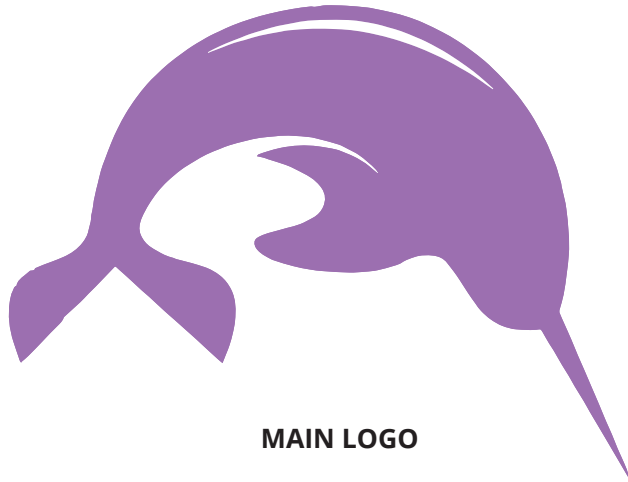
## STYLE GUIDE — Logo

### WEB, PRINT

- Adobe Illustrator RGB for web and CMYK for print (AI)
- Adobe Acrobat (PDF)
- White background (JPG - 500 and 1000 pixels wide)
- Transparent background (PNG - 500 and 1000 pixels wide)
- Format for web developers (SVG)
- “Mr. S Crossover logo” file with live type, to change tagline: “Narwhal Divers logo Mr.S-change tagline.ai”

# **Narwhal Divers**

FOR THE UNICORNS OF THE SEA



MAIN LOGO

## **Narwhal Divers**

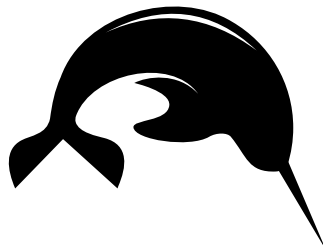
EXPLORE SOME NEW GEAR WITH US



MR. S CROSSOVER LOGO  
STYLE 1

## **Narwhal Divers**

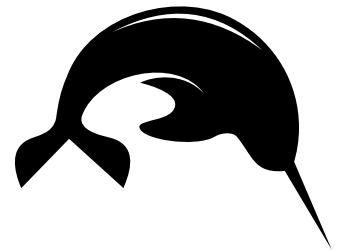
THINGS LOOK BIGGER UNDERWATER



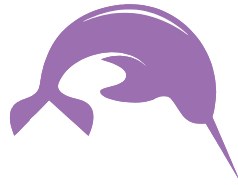
MR. S CROSSOVER LOGO  
STYLE 2

## **Narwhal Divers**

GET WET WITH US



MR. S CROSSOVER LOGO  
STYLE 3



## STYLE GUIDE — Typefaces

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**Infinite Justice** – for  
“Narwhal Divers” only; not  
used elsewhere (obsolete  
format)

**Humble Craftman Regular**  
– for taglines

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



## STYLE GUIDE — Colors

### ORCHID DOTTYBACK

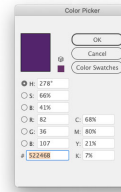
#52246b

R82-G36-B107

C68-M80-Y21-K7



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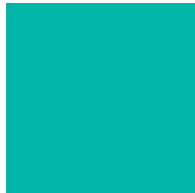


### TURQUOISE RAINBOWFISH

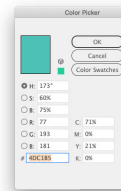
#4dc1b5

R77-G193-B181

C71-M0-Y21-K0



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### PURPLE CHROMIS

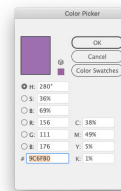
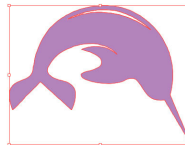
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R156-G111-B176

C38-M49-Y5-K1



**Narwhal Divers**  
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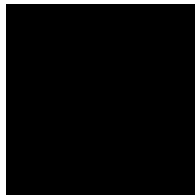


### OBSIDIAN

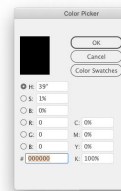
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R0-G0-B0

C0-M0-Y0-K100



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### PINK SKUNK CLOWNFISH

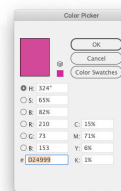
#d24999

R210-G73-B153

C15-M71-Y6-K1



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**STYLE GUIDE — Clear Space**

**FULL LOGO**

Clear space on all four sides of the logo should be a minimum of the width of "Divers."

