



Transgender District Entrepreneur Accelerator Program 2023
Cheverísimo - Papo Rebolledo

CHEVERÍSIMO STYLE GUIDE

July 2023





Transgender District Entrepreneur Accelerator Program 2023
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STYLE GUIDE — Logo

FORMATS

- Adobe Illustrator RGB for web (AI, SVG)
- Adobe Illustrator CMYK for print (AI)
- White background (JPG)
- Transparent background (PNG)





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STYLE GUIDE — Typefaces

Strenuous 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



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STYLE GUIDE — Colors

PUMPKIN

#f9890f

R249-G137-B15

C0-M56-Y100-K0



PUMPKIN-CELERY

#646305

R100-G99-B5

C57-M45-Y100-K29



CELERY

#66b95a

R102-G185-B90

C64-M2-Y87-K0

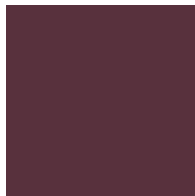


CELERY-BEET

#58313d

R88-G49-B61

C51-M78-Y55-K46



BEET

#db44ac

R219-G68-B172

C15-M84-Y0-K0





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STYLE GUIDE — Colors

BEET-APPLE

#db0000

R219-G0-B0

C8-M100-Y100-K2



APPLE

#fc5a41

R252-G90-B65

C0-M80-Y77-K0



APPLE-PINEAPPLE

#fc4600

R252-G70-B0

C0-M87-Y100-K0



PINEAPPLE

#ffc500

R255-G197-B0

C0-M23-Y100-K0



PINEAPPLE-GRAPE

#a29700

R162-G151-B0

C39-M31-Y100-K5





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STYLE GUIDE — Colors

GRAPE

#a2c41e

R162-G196-B30

C42-M5-Y100-K0





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STYLE GUIDE — Clear Space

FULL LOGO

Clear space on all four sides of the logo should be at least the height of the pineapple top.

