

Fonts & Brand Colors



BRAND FONTS (Preferred)

The Gloria Ferrer brand incorporates three main typefaces in the visual identity system: Vanitas (Bold), Sweet Sans on Air (Bold and Regular) and Aeonik (Medium and Bold).

Vanitas Bold (0pt tracking) is to be used for emotive header / call-out typography and should always be used with sentence case.

Sweet Sans Pro Bold (100 pt tracking) is to be used for small bold subheads / footers (all caps) and Sweet Sans Pro Regular (30 pt tracking) is to be used for medium-sized sub heads (all caps).

Aeonik Regular (30pt tracking) is primarily to be used for body copy.

Please use this document as a sample of typographic use. Specifically reference page 19 for all 3 fonts in context. Black is to be utilized for text when reproduction or readability is in question.

Header

1.0 **Vanitas Bold**

Bold - Subhead

2.0 **SWEET SANS PRO**

Regular - Subhead

3.0 **SWEET SANS PRO**

Body Copy

4.0 **Aeonik**

2.0

1.0

3.0

4.0



WEB SAFE BRAND FONTS

In the instance that the preferred fonts are not available these alternatives may be used ONLY for online (web safe) purposes.

Times New Roman Regular (20 pt tracking) is to be used for emotive header / call-out typography and should always be used with sentence case.

Ariel bold (60 pt tracking) is to be used for sub heads and medium-sized copy (all caps).

Ariel Regular and Bold (0pt tracking) is to be used for body copy.

Header

Times New Roman

Subheads

ARIEL

Body Copy

Ariel

BRAND COLORS

BRAND FAMILY COLORS

The brand uses a variety of colors to allow for flexibility on a wide range of applications, messaging and emotive content.

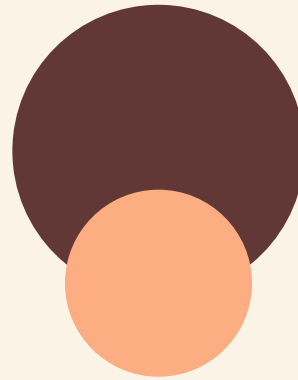
Note: the combination of deeper tones with vibrant contemporary hues are not to be mixed, rather always used together to further illustrate the duality narrative of the brand. The brighter color is to only be used sparingly, providing small pops of vibrancy where the deeper tone can be used in larger amounts.

PRIMARY BRAND COLORS

Leaning into the current Gloria Ferrer brand, these are sparingly used outside of the logo to ensure impact, while the cream and brand green (used throughout this document) can be extensively applied. These are intentionally less vibrant than the family colors as to offer a simple visual canvas to build upon. The gradient gold is an alternative option when metallic spot or foil colors are not available. Black is to be utilized for text when reproduction or readability is in question.

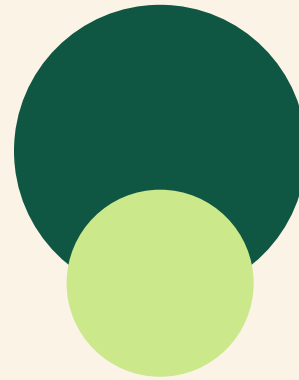
**FPO PHOTOGRAPHY AND GRAPHIC ELEMENTS
FOR INTERNAL USE ONLY. PROPER USAGE RIGHTS
ARE TO BE SECURED FOR USE IN BRAND MATERIALS.**

BRAND FAMILY COLORS



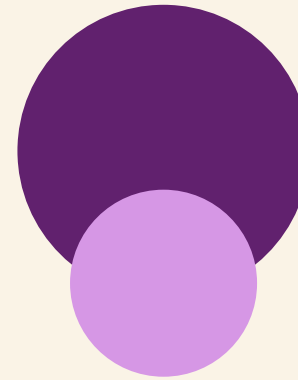
PMS: 7610C
C: 18 M: 81 Y: 64 K: 56
R: 105 G: 53 B: 52
HEX: #693534

-
PMS: 7410C
C: 0 M: 35 Y: 54 K: 0
R: 253 G: 174 B: 130
HEX: #fdae82



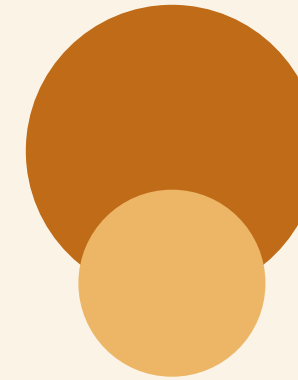
PMS: 343C
C: 100 M: 0 Y: 22 K: 66
R: 77 G: 100 B: 75
HEX: #105742

-
PMS: 373C
C: 12 M: 0 Y: 41 K: 8
R: 189 G: 227 B: 160
HEX: #cae986



PMS: 2623C
C: 66 M: 100 Y: 0 K: 20
R: 96 G: 32 B: 110
HEX: #60206e

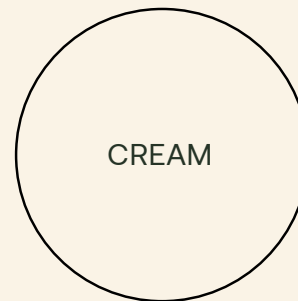
-
PMS: 251C
C: 13 M: 0 Y: 42 K: 0
R: 222 G: 156 B: 238
HEX: #de9cee



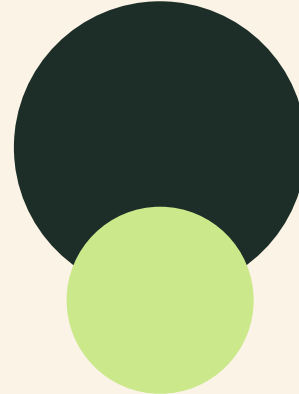
PMS: 153C
C: 0 M: 28 Y: 67 K: 0
R: 190 G: 107 B: 24
HEX: #be6b18

-
PMS: 2009C
C: 03 M: 28 Y: 67 K: 0
R: 239 G: 182 B: 102
HEX: #efb666

PRIMARY BRAND COLORS

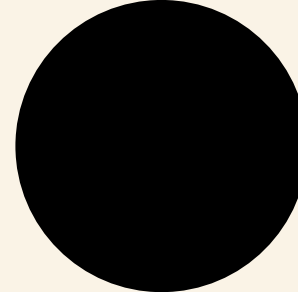


PMS: 9184C
C: 2 M: 3 Y: 10 K: 0
R: 251 G: 243 B: 228
HEX: #fbf3e4

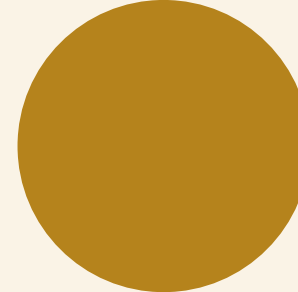


PMS: 5535C
C: 87 M: 31 Y: 69 K: 86
R: 23 G: 47 B: 41
HEX: #172f29

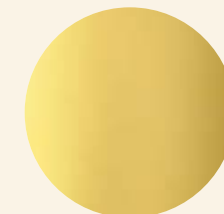
-
PMS: 373C
C: 12 M: 0 Y: 41 K: 8
R: 189 G: 227 B: 160
HEX: #cae986



PMS: BLACK
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
HEX: #000000



FOIL: Kurz 425
Metallic PMS: 10127C
R: 182 G: 134 B: 0
HEX: #b68600



PMS: WHITE
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
HEX: #FFFFFF

BRAND OVERVIEW

PRIMARY LOGO (REFER TO THE SPECIFIC IDENTITY DOCUMENT)



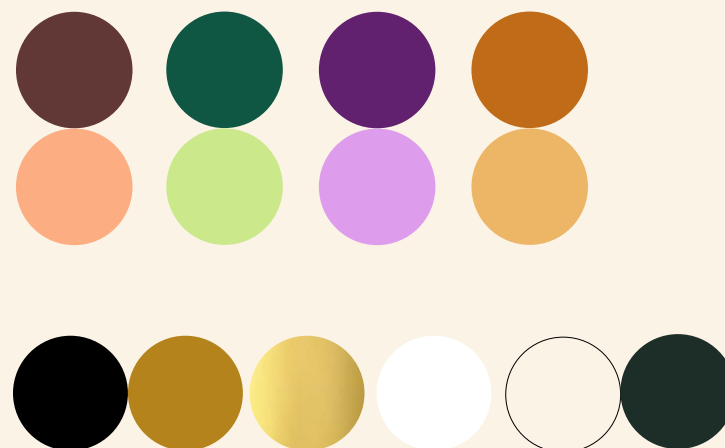
GRAPHIC SEAL



GRAPHIC ELEMENTS AND PHOTOGRAPHY INSPIRATION



COLORS



TYPOGRAPHY

Vanitas

Sweet Sans Pro

Aeonik



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