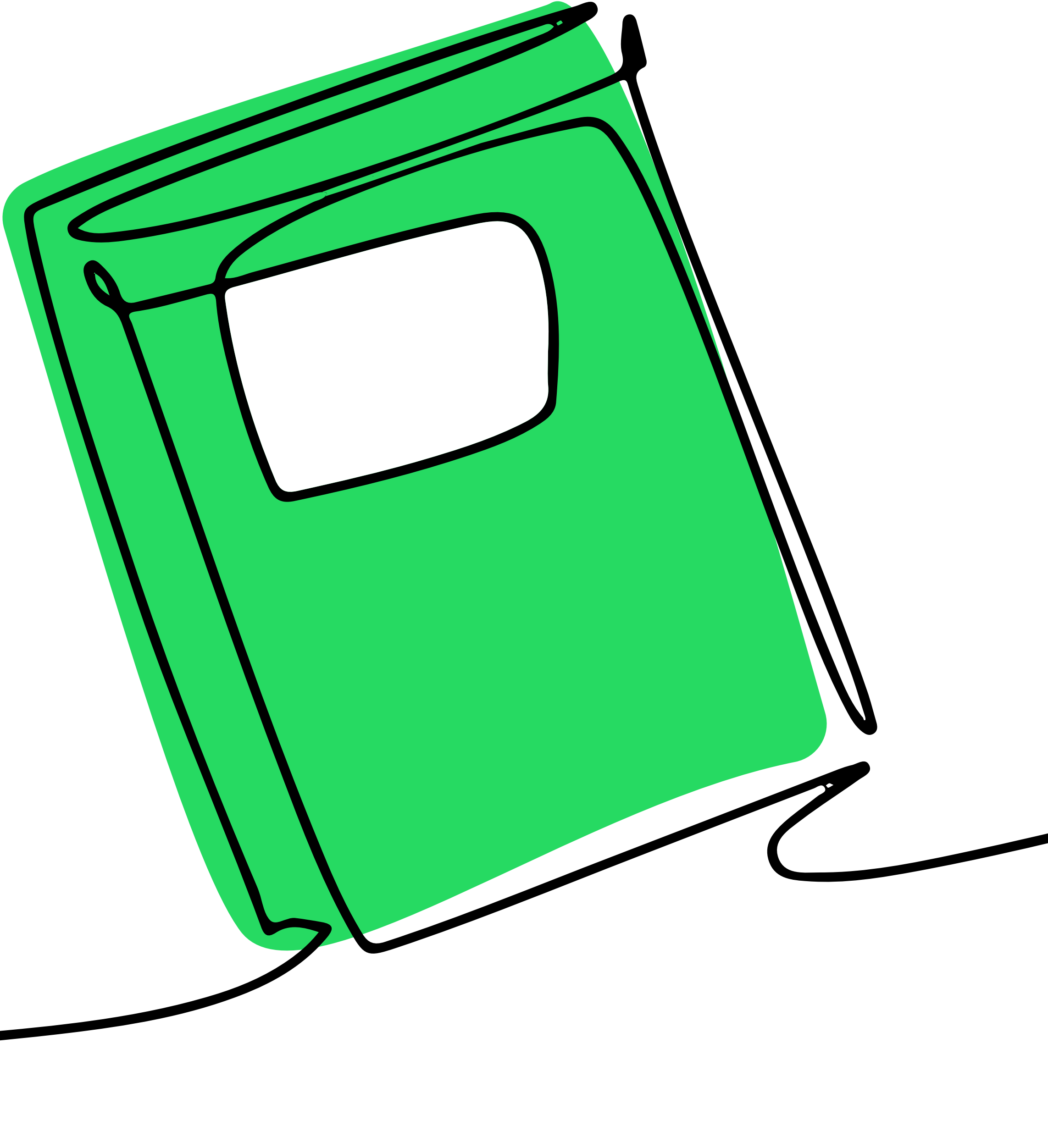


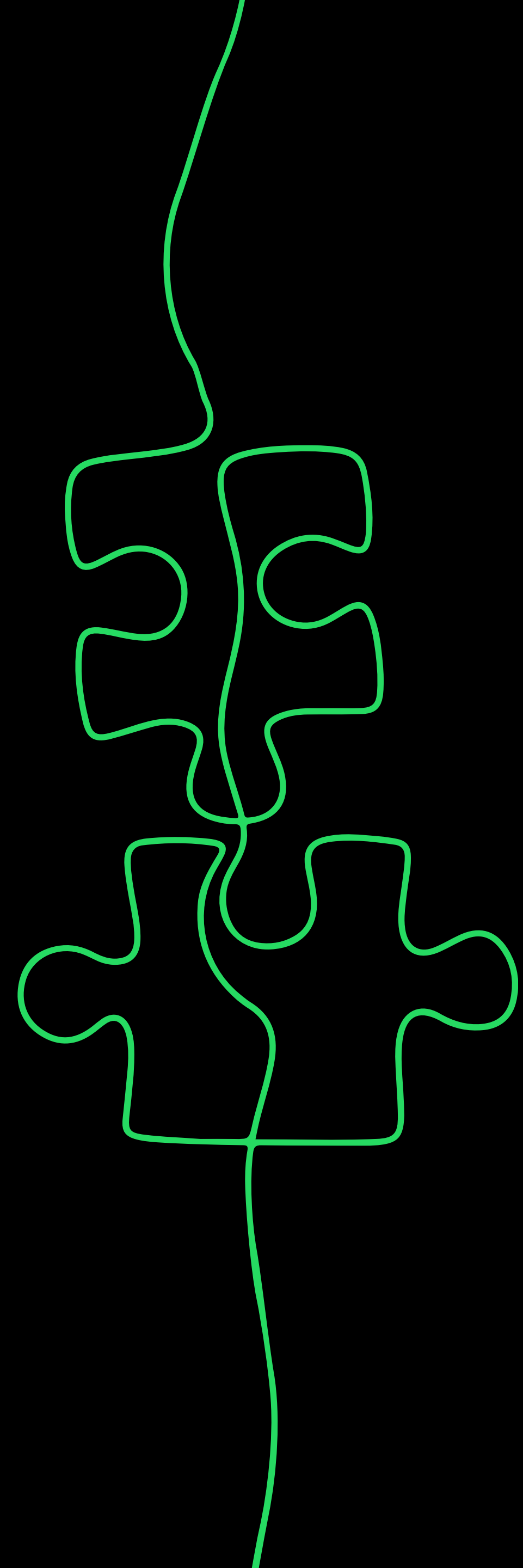
FASTENER

**Brand Style Guide**



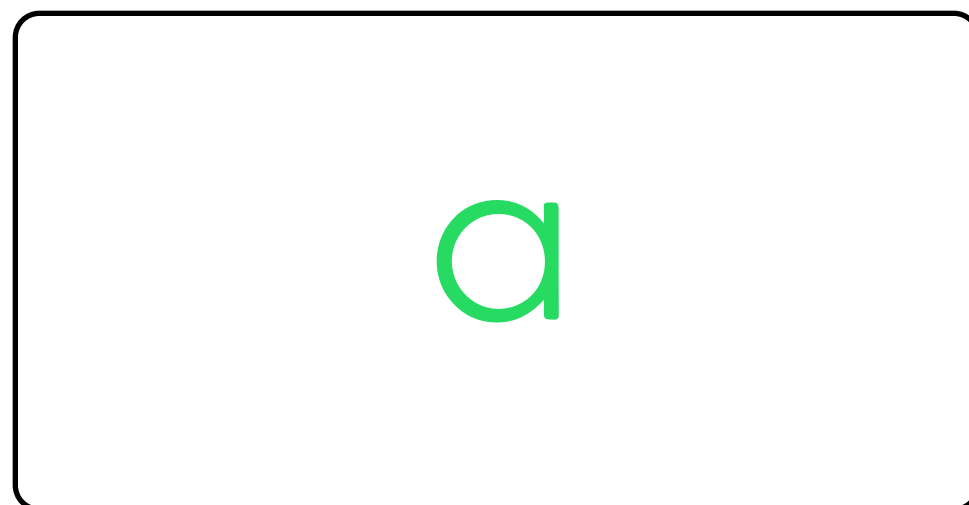
# Content

- Logos
- Graphic elements
- Font styles & type treatment
- Primary & secondary colors

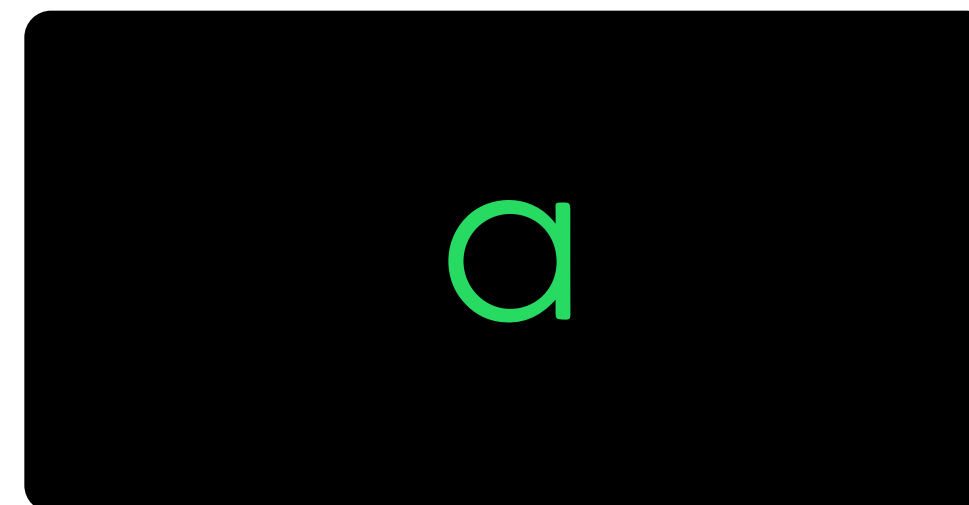


# Logos

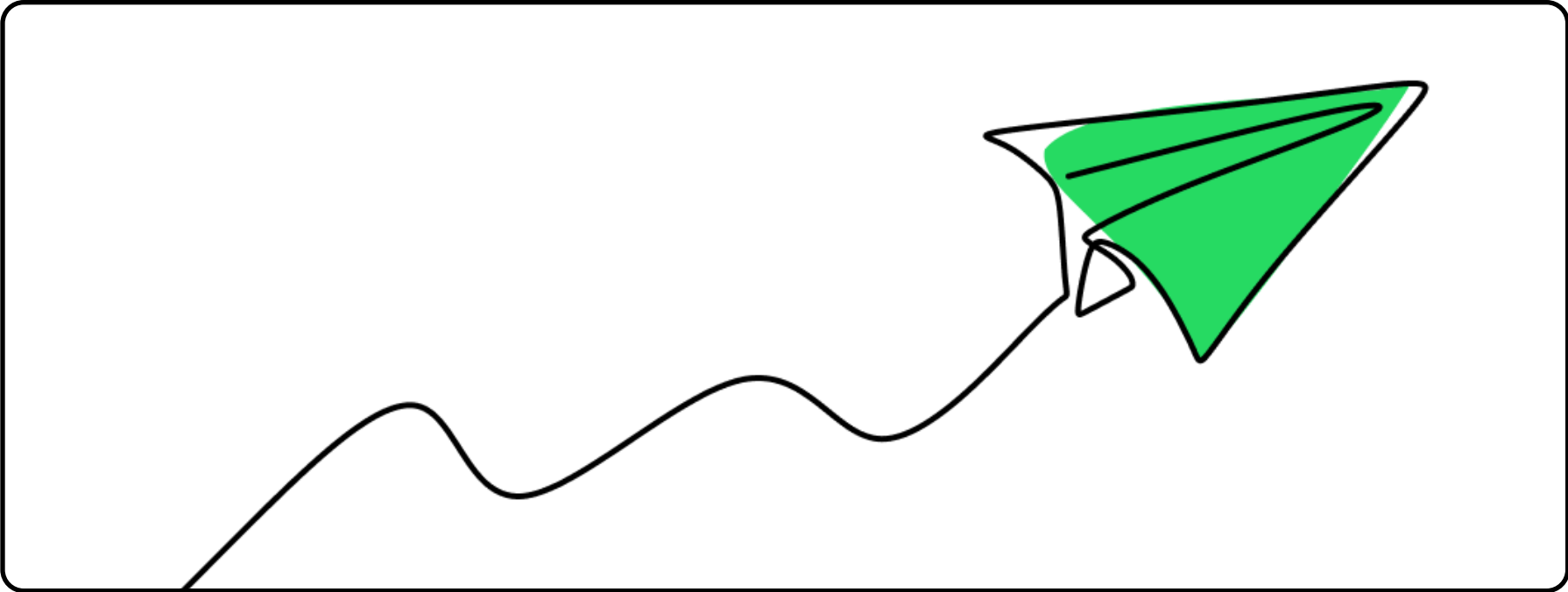
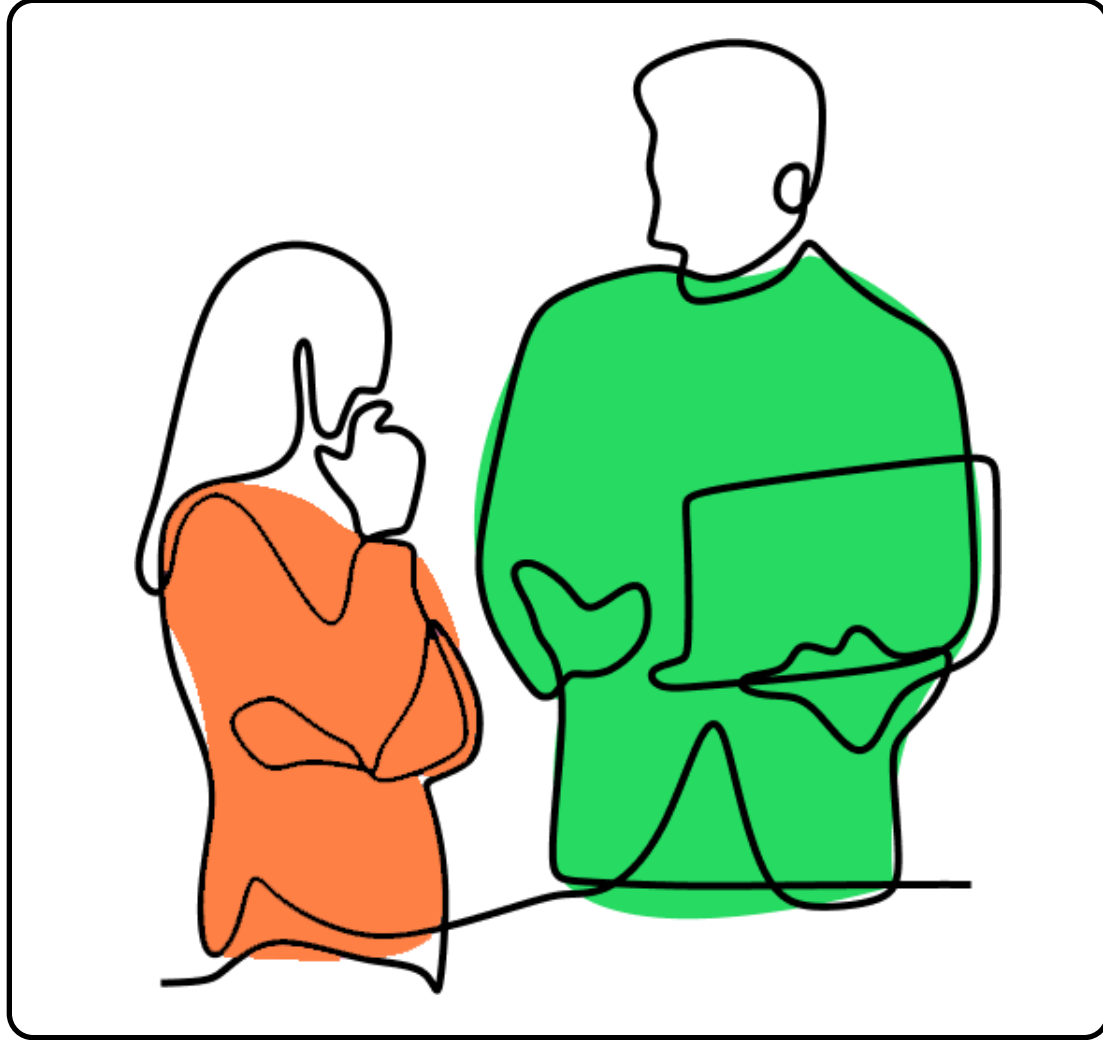
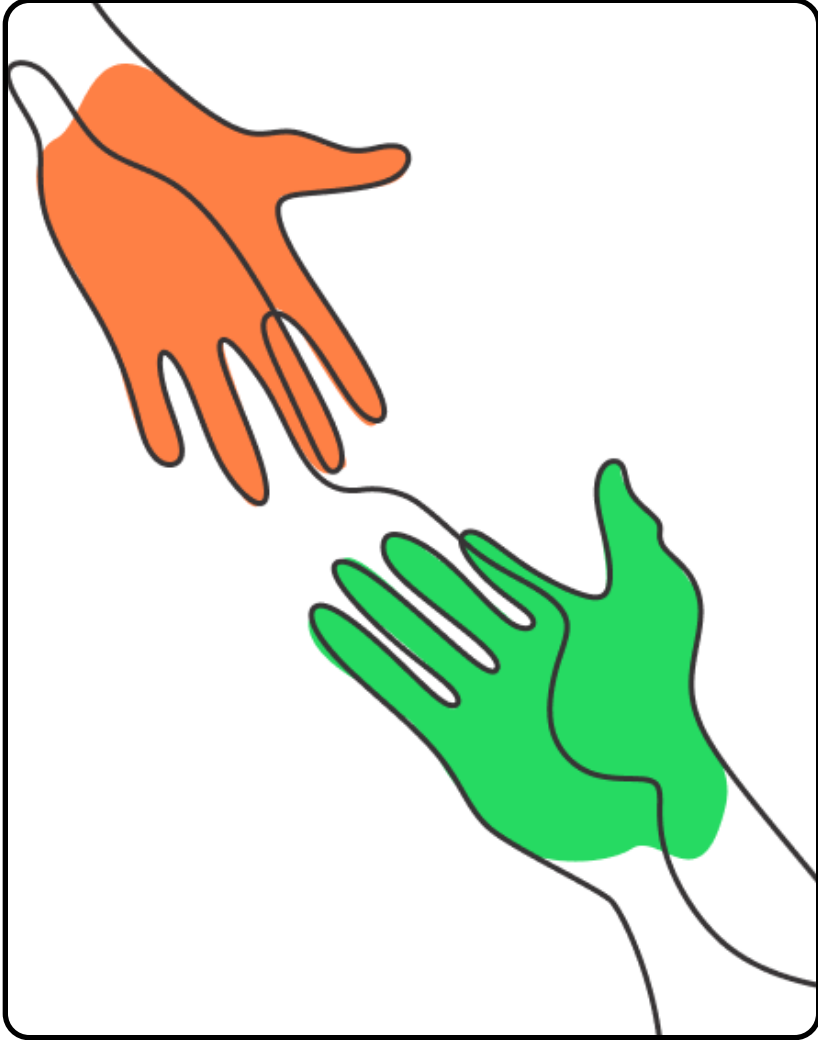
Positive



Negative



# Graphic elements



# Font style & type treatment

## Futura PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

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# Colors

## Green (Accent color)

**RGB:** 38 - 218 - 98  
**CMYK:** 67 - 0 - 85 - 0  
**Hex:** #26DA62

## Orange

**RGB:** 253 - 128 - 69  
**CMYK:** 0 - 61 - 78 - 0  
**Hex:** #fd8045

## Black

**RGB:** 0 - 0 - 0  
**CMYK:** 0 - 0 - 0 - 100  
**Hex:** #000000

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