

VISIT CONCORD

Brand Identity & Usage Guide

PRIMARY MARK



WORDMARK



WORDMARK TAGLINE



BLACK & WHITE



COLOR BREAKDOWNS



PANTONE
7693

CMYK
100 / 57 / 9 / 47

RGB
0 / 73 / 118

HEX #004976



PANTONE
346

CMYK
71 / 0 / 72 / 0

RGB
22 / 155 / 98

HEX #169B62



PANTONE
Warm Red

CMYK
0 / 83 / 80 / 0

RGB
249 / 66 / 58

HEX #F9423A



PANTONE
1225

CMYK
0 / 19 / 79 / 0

RGB
255 / 200 / 69

HEX #FFC845

FONTS

HANDELSON ONE

A Northern California Original

FESTIVO LC BASIC / SECONDARY HEADERS

Festivo LC Basic

AVENIR / TITLES / BODY COPY

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