

WIC 50TH ANNIVERSARY BRAND GUIDE

Fonts

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WIC Gravr Condensed Black

Din Pro Regular

Color Palette

C 77 M 0 Y 100 K 0
R 44 G 179 B 74
HEX #2BB249

C 42 M 0 Y 100 K 0
R 161 G 205 B 58
HEX #A1CD3A

C 100 M 100 Y 0 K 0
R 46 G 49 B 146
HEX #2D3091

C 68 M 78 Y 0 K 0
R 108 G 84 B 164
HEX #6B53A2

C 0 M 0 Y 0 K 80
R 51 G 51 B 51
HEX #333333

C 0 M 94 Y 82 K 0
R 238 G 52 B 57
HEX #ED3338

C 0 M 70 Y 50 K 0
R 243 G 113 B 109
HEX #F2706C

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