CMS MAX®
The World's Best eCommerce Platform®

# QUICK BRAND GUIDE

## PRIMARY LOGO

## VERTICAL LOGO

## TYPEFACE PRINT

**HEADLINE FONT:**
**Raleway Bold**

**SUBHEAD FONT: Roboto Bold**

Body Copy: Roboto Font Family Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur eget condimentum orci, in lobortis quam.

## TYPEFACE WEB

**HEADING 1:**
**Raleway Bold 60px**

**HEADING 2:**
**Roboto Bold 30px**

**Heading 3: Roboto Bold 24px**

Body Copy 18px: Roboto Font Family Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur eget condimentum orci, in lobortis quam. Sed odio lectus, imperdiet id ante ut, sollicitudin imperdiet nunc. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

## COLORS

GRADIENT

| #12B4D7 | #669A3A | #EDE03B | #F47920 | #DC1F26 |
|---|---|---|---|---|
| CMYK: 71/7/11/0 | CMYK: 66/20/100/4 | CMYK: 10/4/89/0 | CMYK: 0/65/100/0 | CMYK: 8/99/99/1 |
| RGB: 18/180/215 | RGB: 102/154/58 | RGB: 237/224/59 | RGB: 244/121/32 | RGB: 220/31/38 |

## PRIMARY COLORS

**BLACK**

HEX: #231F20

PANTONE: BLACK C
CMYK: 70/67/64/74
RGB: 35/31/32

HEX: #12B4D7
PANTONE: 2199 C

HEX: #EDE03B
PANTONE: 603 C

HEX: #98191C
PANTONE: 7621 C