



DYNASTY

BRAND GUIDELINES

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LOGO LOCK-UPS

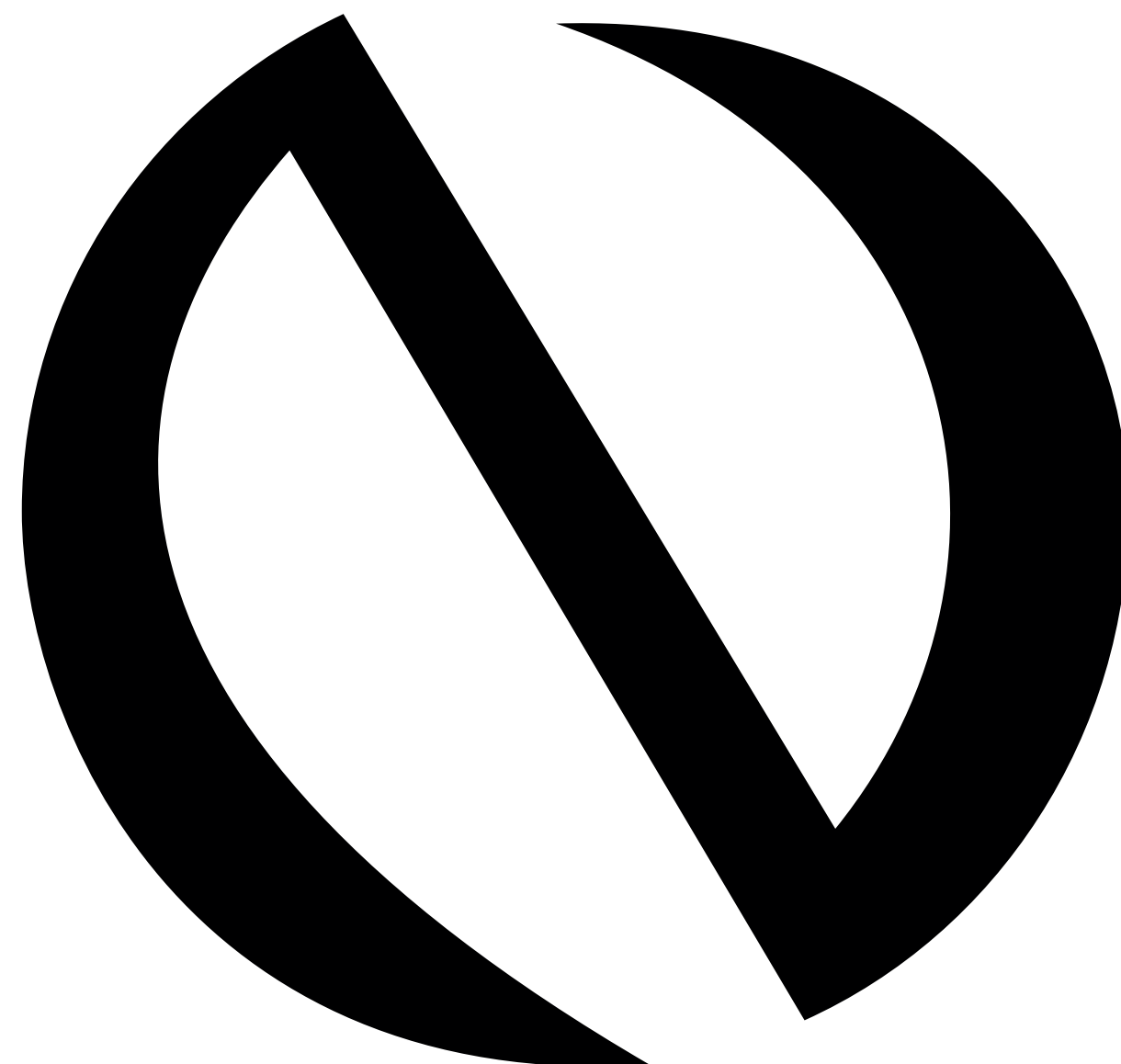
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DYNASTY COLORS

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SCALING



1X



0.5X



0.75X

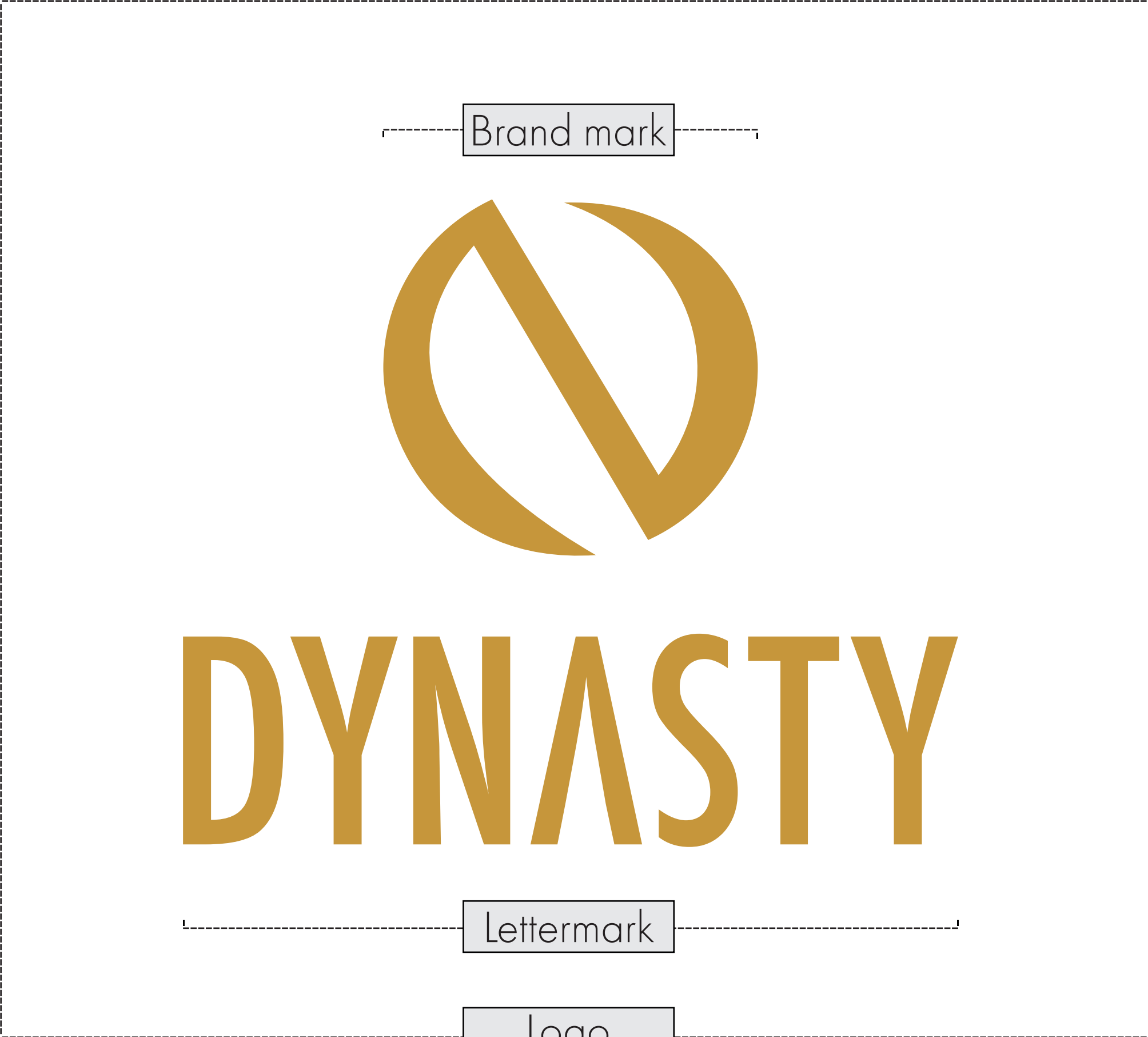


0.25X



**FONT: FUTURA PT
CONDENSED MEDIUM**

DEFINITIONS



LOCK-UPS

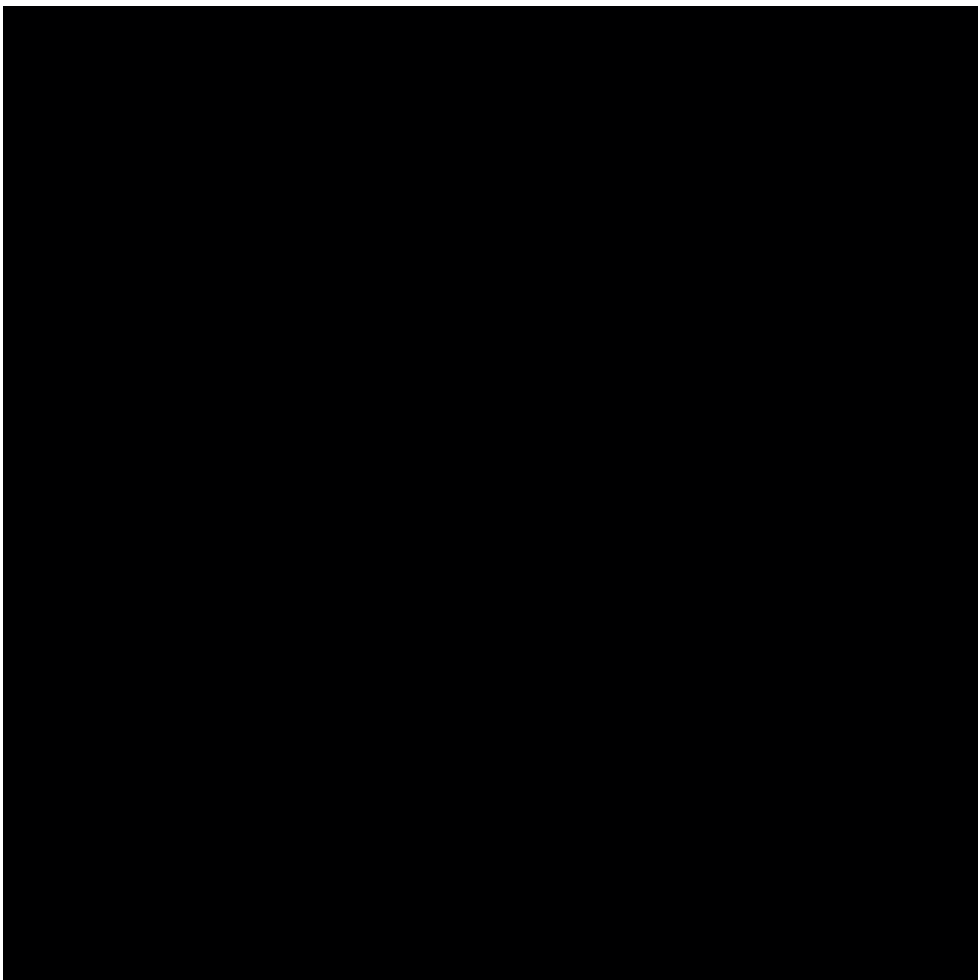


COLORS



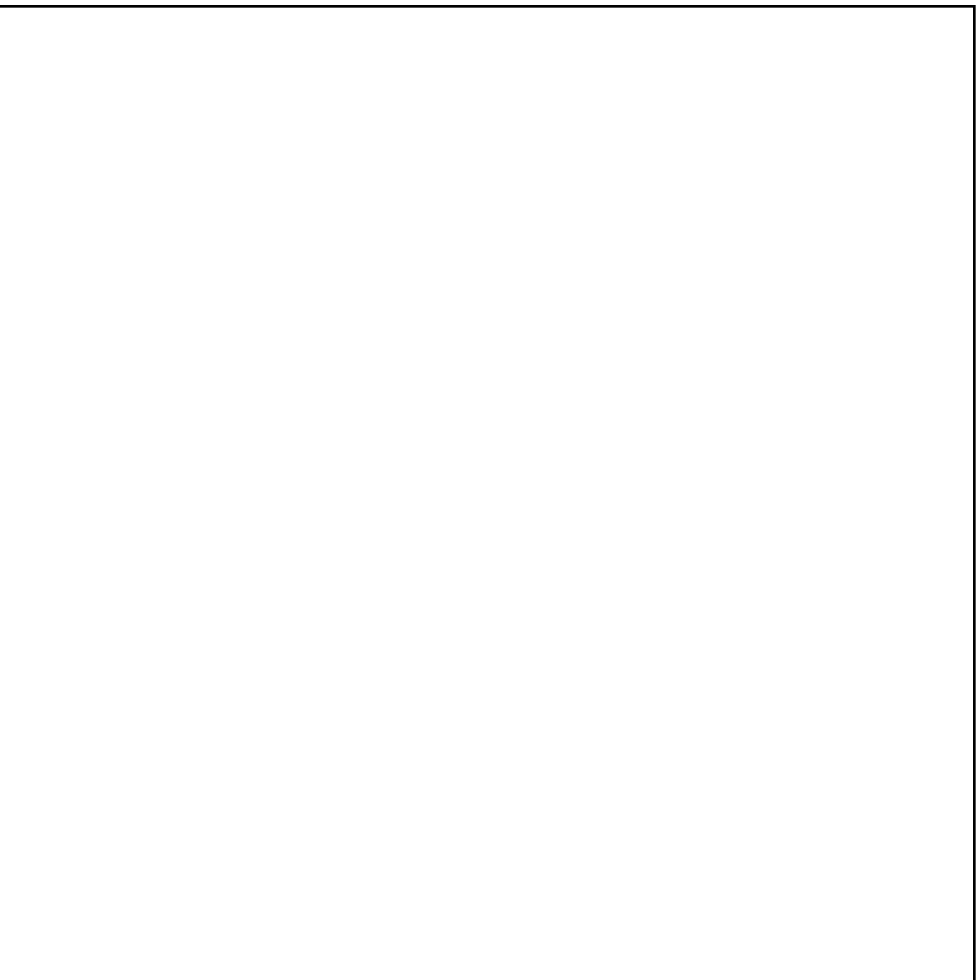
GOLD

R 197 G 147 B 60
C 22 M 40 Y 90 K 3
#c5953c



SUPERBLACK

R 0 G 0 B 0
C 60 M 40 Y 40 K 100
#000000



WHITE

R 255 G 255 B 255
C 0 M 0 Y 0 K 0
#ffffff

TYPEFACE

01. FUTURA BOLD

All things headers.

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()1234567890**

02. VERDANA REGULA

All things body.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()1234567890

03. FUTURA CON- DENSED MEDIUM

All things titles.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()1234567890

GOT ANY QUESTIONS?

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