CULTURE SHOCK MIAMI BRAND STANDARDS | **LOGO**

The logo palette is made up of bright colors, reflecting the diversity and vibrancy of the arts.
Both cool and warm color logos are used depending on which best complements whatever imagery is being used.
The logo, as supplied, should always be on a slight 7 degree angle.

Primary version (cool colors)

PURPLE:
71C 100M 10Y 0K
111R 44G 134B #6e2c85

PINK:
0C 100M 24Y 0K
237R 8G 115B #ec0783

Alternate version (warm colors)

BRIGHT GREEN:
40C 10M 100Y 0K
166R 206G 57B #a6ce38

ORANGE:
0C 55M 100Y 0K
246R 139G 31B #f68a1e

Grayscale version

BLACK:
100K

GRAY:
40K

Primary logo when used against a bright background, with certain elements popped out in white.

Alternate logo when used against a darker background, with certain elements popped out in white.

LOGO FONTS:

STRANGELOVE TEXT
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
(The font should been manually bolded for legibility)

FrutigerNextLTBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890