

BRAND GUIDE: CHAPEL HILL TRAINING

Color Scheme



Primary Accents
R: 166; G: 212; B: 57



Base Color
R: 83; G: 83; B: 83



Accent Color
R: 147; G: 163; B: 177



Supplementary Color
R: 205; G: 201; B: 201



Supplementary Color 2
R: 124; G: 137; B: 139



Large logo: best for large publications
with generous space (signage, flyers, sites)



Small logo: best for
merchandise placement (shirts, water bottles)

LOGO TEXT

“Chapel Hill”: Avenir Next, 13.47 pt

“Training”: Trench Thin, 72 pt (“T”) and 36 pt

Slogan: Avenir Next, 12.31, ultralight italic

LOGO IMAGE

Free stock image from pixabay.com (“basketball sport stickman”)

THIS IS A SAMPLE HEADER

This is a sample subhead

This is sample body text. Lorem ipsum dolor sit amet, arcu a commodo pulvinar at aliquet purus, tempor augue turpis ipsum congue. Suspendisse metus conubia habitasse hymenaeos, velit iaculis augue ut, ut in id lacinia ante, ut sit lectus vitae consequat dolor ligula. Nascetur scelerisque. Fermentum massa libero velit mauris, at neque vel dolor erat mauris nunc. Bibendum curabitur, nulla suscipit erat quam ac in, metus lorem magna, id mauris cras. Quis parturient sit donec in tempor morbi, ornare amet, molestie pretium est felis lectus, magna rutrum urna nam amet. Sodales orci proin maiores at tortor.

Background: base color (R: 83; G:83; B:83)

Header: capitalized (R: 255; G: 255; B: 255)

Subhead: primary accent (R: 166; G: 212; B: 57)

Body text: supplementary color (R: 205, G: 201; B: 201)

ADJECTIVES

Personal Fun and approachable

Safe and effective Educated

Premium Quality