

# Brand Guidelines

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# Logo

## Logo Type and Mark

“Little Kamper” logo type/mark should be in this horizontal format wherever possible and should be the primary logo used.

## Clear Space

The clear space rule ensures there is enough empty space surrounding the logo mark and logo type to allow for more impact and give enough space between other graphic elements, text, and more.

The mark in “Little Kamper” is used on its side around the area to measure clear space.

## Dos and Don'ts

Do not rotate or skew the logo in any manner. Do not place the logo on-top colors that are similar in contrast such as 50% gray resulting in low contrast between the logo and the background color. Avoid placing the logo on a busy background or pattern.

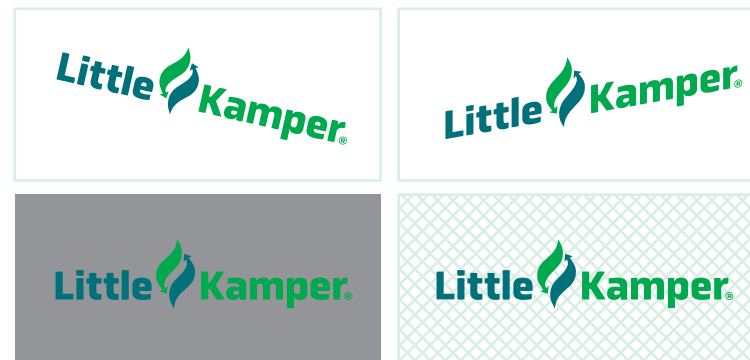
The logo may be placed on a light background (10% tint) from the palette. The preferable background color is light mint. A knockout (white) version of the logo may be placed on-top of a black or dark colored background (100% tint) from the palette.



Clear space



No



Yes



# Typography

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The preferred font family used in the Little Kamper branding is *Montserrat*. If *Montserrat* is unavailable please use an alternate font similar to *Helvetica*.

## *Font Family - Montserrat*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

## *Alternate font - Helvetica*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

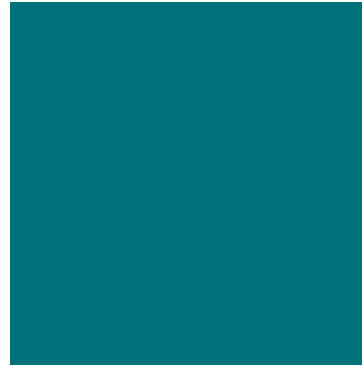
# Color

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The Little Kamper color palette is bright, saturated, and vibrant yet harkens back to the grassroots of nature, forest, and wildlife conservancy.

The primary palette is reserved for the logo and propane tank use. For background and other design elements to accompany the logo and tank please use the secondary palette.

## Primary



PMS - 349

C - 100  
M - 0  
Y - 91  
K - 42

HEX  
00703C

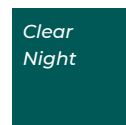


PMS - 355

C - 94  
M - 0  
Y - 100  
K - 0

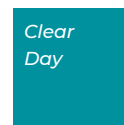
HEX  
00A94F

## Secondary



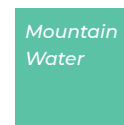
C - 100  
M - 0  
Y - 43  
K - 60

HEX  
005958



C - 90  
M - 0  
Y - 28  
K - 22

HEX  
00929F



C - 61  
M - 0  
Y - 45  
K - 0

HEX  
5EC2A5



C - 30  
M - 0  
Y - 25  
K - 0

HEX  
B3DDCA



C - 67  
M - 25  
Y - 73  
K - 10

HEX  
5B8D62



C - 42  
M - 0  
Y - 67  
K - 0

HEX  
9ACE7E