

WEBSITE RE-SKIN STYLE GUIDE

LOGOS



THE PIONEERING SPIRIT OF THE
ARGONAUT[®]
STAKING A CLAIM IN BRANDY

SOCIAL ICONS



BUTTONS



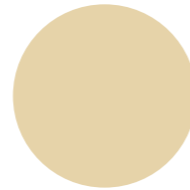
HOVER

URL STRUCTURE EXAMPLES

WWW.ARGONAUTBRANDY.COM/EXPRESSIONS
WWW.ARGONAUTBRANDY.COM/EXPRESSIONS/SPECULATOR

WWW.ARGONAUTBRANDY.COM/COCKTAILS
WWW.ARGONAUTBRANDY.COM/COCKTAILS/ARCHIVE

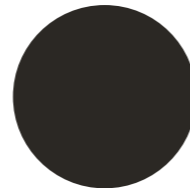
COLOR PALETTE



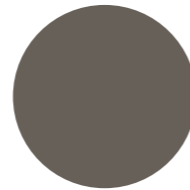
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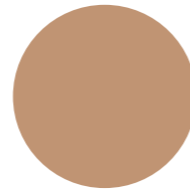
#F7EDDA



#2D2A26



#686158



#BF9373



#8A6E4B



#903F2C



#3D5164

TYPOGRAPHY

HEADER 1

WESTERN RAILWAY / 30PT / COLOR #2D2A26

BACKUP FONTS: ADORN SERIF REGULAR / HWT VANLANEN REGULAR / MATRIX II EXT OT SEMI WIDE

HEADER 2

CLARENDON BT CONDENSED / 25PT / COLOR #2D2A26

BACKUP FONTS: MODERNOFBCOMP BOLD / MENCKEN STD NARROW BOLD / STINT ULTRA CONDENSED

Header 3

CLARENDON BT ROMAN / 20PT / LINE SPACING 35PT / COLOR #BF9373

BACKUP FONTS: DOMINE / SUMANA / IBM PLEX SERIF

Header 4

CLARENDON BT BOLD / 14PT / COLOR #BF9373

BACKUP FONTS: DOMINE / SUMANA / IBM PLEX SERIF

HEADER 5

GOTHAM NARROW MEDIUM / 10PT / COLOR #2D2A26

BACKUP FONTS: PT SANS NARROW / PRAGATI NARROW / PROXIMA NOVA CONDENSED

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CLARENDON BT ROMAN / SIZE 13PT / LINE SPACING 18PT / COLOR #686158

BACKUP FONTS: DOMINE / SUMANA / IBM PLEX SERIF

LINK

CLARENDON BT BOLD / 14PT / COLOR #BF9373

BACKUP FONTS: DOMINE / SUMANA / IBM PLEX SERIF

LINK HIGHLIGHTED

CLARENDON BT BOLD / 14PT / COLOR #E6D4AA

BACKUP FONTS: DOMINE / SUMANA / IBM PLEX SERIF