

McKamey Animal Center Style Guide

Logo



Typography

Ink free: Used for headings and subheadings

Kristin ITC: Used for body copy

Allerta stencil: Used for the logo

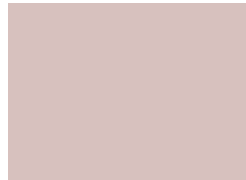
Color Swatches



CMYK: 34 79 66 27
RGB: 136 66 66
HEX: #884242



CMYK: 6 100
100 1
RGB: 224 25 30
HEX: e0191e



CMYK: 14 23 19 0
RGB: 216 193 191
HEX: d8c1bf

Photography

