

HERE&NOW

- / IDENTITY
- / VARIATIONS
- / TYPEFACE
- / COLOUR PALETTE
- / USAGE (refer to print layouts)

HERE & NOW

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HEADLINE TYPEFACE
// MOON LIGHT
[UPPERCASE]

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

Content typeface
// Gotham Light
[Sentence case]

a b c d e f g h i j k l m n

o p q r s t u v w x y z

@ 9.5pt
16-20pt leading
70pt kerning

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

C 0 M 0 Y 0 K 0
/ WHITESPACE



K 100 / LOGO
K 90 / BODY COPY
K 80 / HEADLINE

PRIMARY

C 43 M 0 Y 18 K 0
C 34 M 0 Y 53 K 0
C 5 M 39 Y 18 K 0
C 23 M 32 Y 0 K 0
C 0 M 10 Y 36 K 0

ACCENTS



Thank you for your time.