



Branding competition



# Logos, Fonts, &

**Color Code**  
Hexadecimal:  
#8ebcf2  
RGB Decimal:  
142,188,242

**Color Code**  
Hexadecimal:  
#b7ace8  
RGB Decimal:  
183,172,232

**Color Code**  
Hexadecimal:  
#d7884a  
RGB Decimal:  
215,136,74

**Color Code**  
Hexadecimal:  
#396e39  
RGB Decimal:  
57,110,57

**Color Code**  
Hexadecimal:  
#fff702  
RGB Decimal:  
255,247,2



**Arctic SC** is our brand's logo font as well as our slogan font. It is a free font, easily accessible from multiple sources, not copyrighted.

**Quicksand** is our brand's font for our company description, newsletters, business cards, memos, etc. This font is used because it is professional, but different than the formal fonts, such as Times New Roman.

**Dancing Script** is our font when the slogan is included in our logo. It is



www.gobioutfittersny.wixsite.com  
1 Redment Street, Islip Terrace, NY  
Gobioutfitters.ny@veinternational.org  
631-224-2100

Addressing the everyday problem of temperature change and not being able stay comfortable, Gobi Outfitters began. Our company accommodates the consumer demand for comfort and style with temperature controlled apparel. Gobi applies nanotechnology to the fabric of our garments that allows someone to make your clothes warmer, or colder, based on personal preference. Our products eliminate the need for a change of clothing during your day, while reducing the hassle of carrying around an extra bag. Gobi Outfitters make the transition from

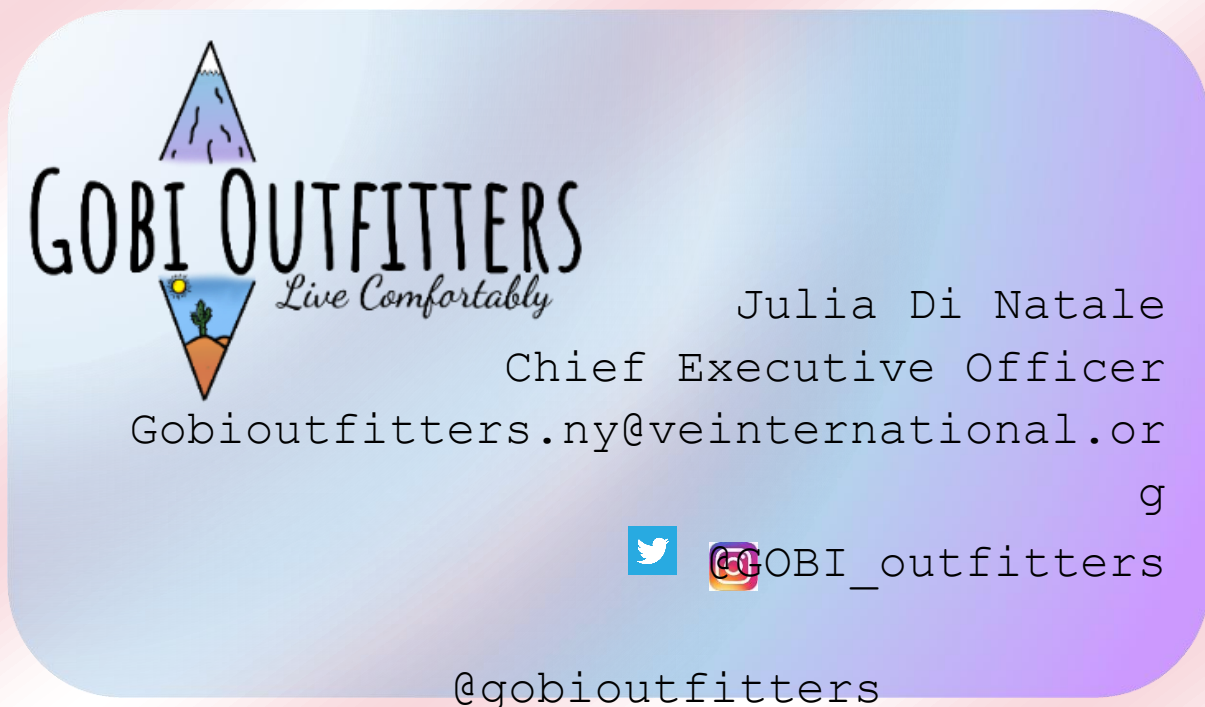


# Business Card

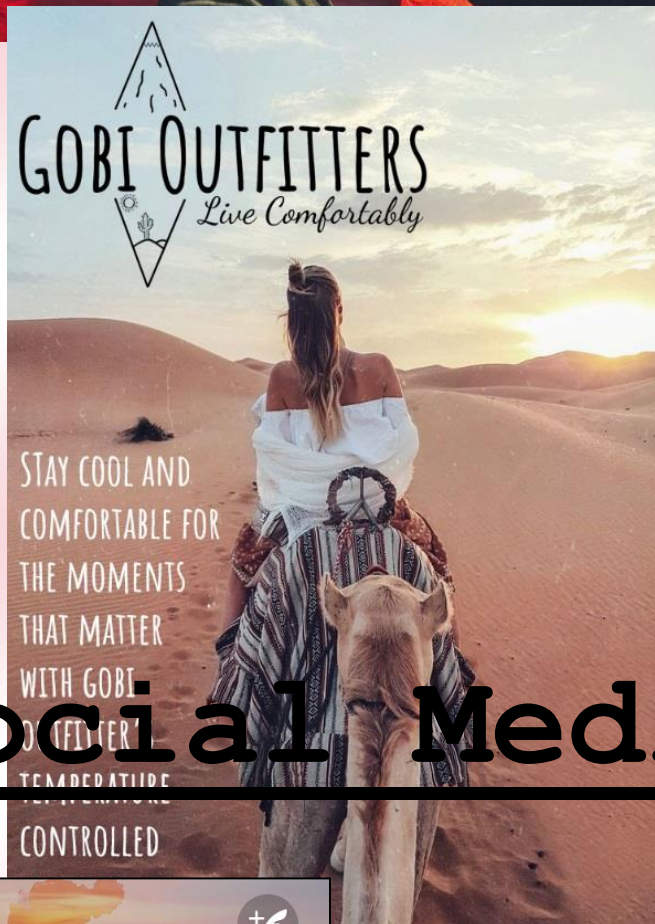
Front:



Back:



# Advertisements



## Social Media





