



**FOXO**

**BRAND STYLE GUIDE**

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# LOGO USAGE

Following logo of FOXD will be used in the given scales with the given kerning.



Largest to Smallest size for Logo



# CLEAR SPACE

Elements will be spaced after the marked space around the logo.



# COLOR PALETTE

HEX: 01213D

C: 98  
M: 82    R: 01  
Y: 46    G: 33  
K: 55    B: 61

HEX: E07021

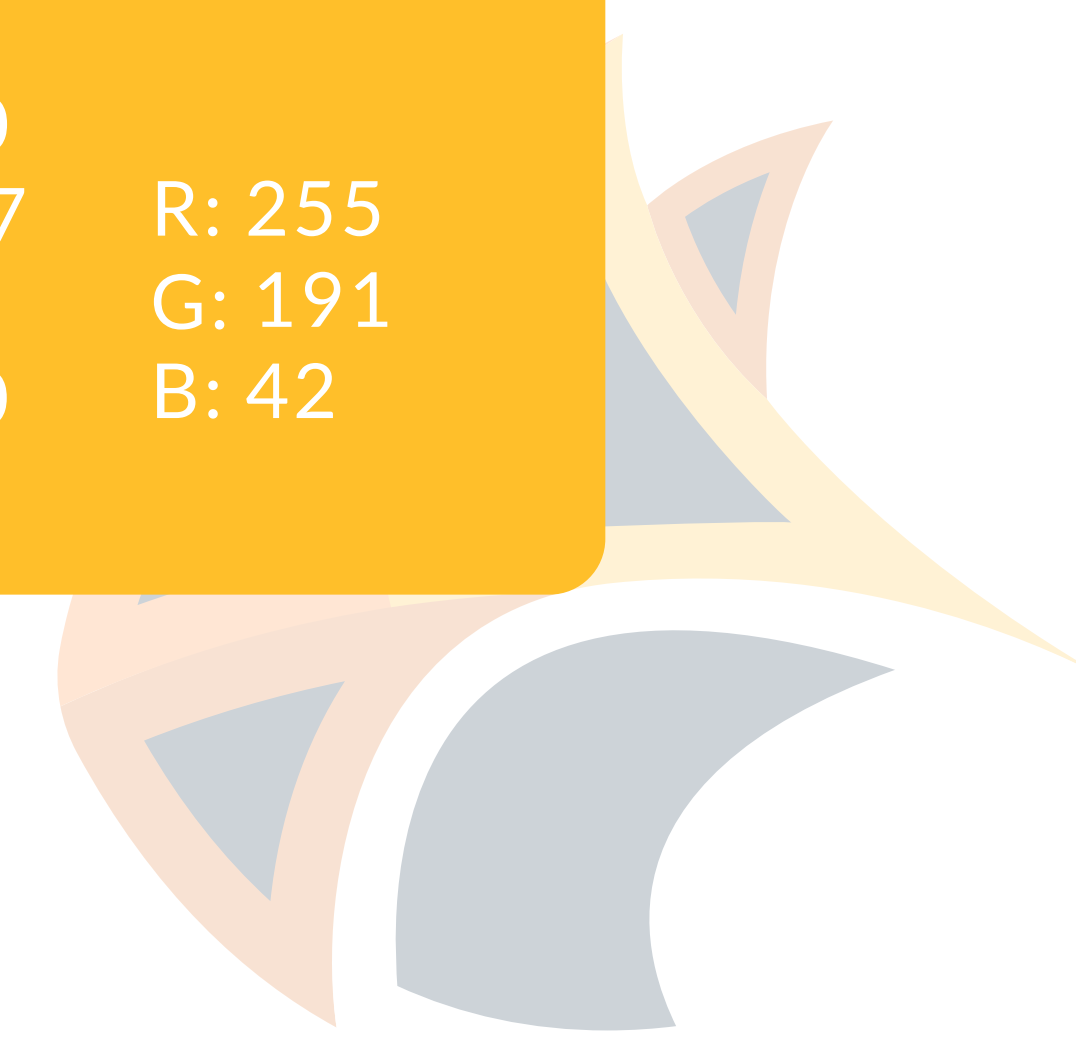
C: 08  
M: 68    R: 224  
Y: 100    G: 112  
K: 01    B: 33

HEX: FF8228

C: 00  
M: 61    R: 255  
Y: 93    G: 130  
K: 00    B: 40

HEX: FFBF2A

C: 00  
M: 27    R: 255  
Y: 93    G: 191  
K: 00    B: 42



# TYPOGRAPHY

## PRIMARY TYPEFACE

Josefin Sans Regular

(For the headings or any important text)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz0123456789

## SECONDARY TYPEFACE

Josefin Sans Regular

(For the headings or any important text)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz0123456789