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CHECK MAGAZINE ELEMENTS

These masthead studies explore various brush strokes and writing styles.

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The masthead is custom-drawn and has a spontaneous, brush stroke feel that contrasts with the other elements of the magazine.

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The color palette includes a range of black, gray and muted hues, with a few bright colors for use as a contrast.

COLOR PALETTE



BLACK C

RGB

R: 0
G: 0
B: 0

CMYK

C: 40
M: 30
Y: 30
K: 100



PMS 1788

RGB

R: 240
G: 80
B: 50

CMYK

C: 0
M: 85
Y: 90
K: 0



PMS 504

RGB

R: 90
G: 30
B: 30

CMYK

C: 65
M: 100
Y: 100
K: 35



PMS 429

RGB

R: 180
G: 180
B: 180

CMYK

C: 0
M: 0
Y: 0
K: 35



PMS 450

RGB

R: 105
G: 105
B: 50

CMYK

C: 60
M: 50
Y: 100
K: 20



PMS 576

RGB

R: 90
G: 135
B: 40

CMYK

C: 50
M: 0
Y: 100
K: 40



PMS Process Cyan

RGB

R: 0
G: 175
B: 240

CMYK

C: 100
M: 0
Y: 0
K: 0



PMS 2746

RGB

R: 30
G: 55
B: 140

CMYK

C: 100
M: 90
Y: 0
K: 10



PMS 431

RGB

R: 105
G: 115
B: 120

CMYK

C: 10
M: 0
Y: 0
K: 65



PMS 459

RGB

R: 245
G: 230
B: 140

CMYK

C: 5
M: 5
Y: 55
K: 0



PMS 5415

RGB

R: 100
G: 135
B: 160

CMYK

C: 40
M: 10
Y: 0
K: 40



PMS 1805

RGB

R: 190
G: 50
B: 25

CMYK

C: 0
M: 90
Y: 100
K: 25



PMS 5463

RGB

R: 0
G: 50
B: 65

CMYK

C: 100
M: 0
Y: 20
K: 85



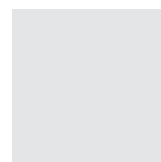
PMS 7409

RGB

R: 255
G: 185
B: 35

CMYK

C: 0
M: 30
Y: 95
K: 0



PMS 427

RGB

R: 230
G: 230
B: 230

CMYK

C: 0
M: 0
Y: 0
K: 10



PMS 102

RGB

R: 255
G: 240
B: 0

CMYK

C: 0
M: 0
Y: 100
K: 0



PMS Warm Red

RGB

R: 240
G: 100
B: 50

CMYK

C: 0
M: 75
Y: 90
K: 0



PMS 549

RGB

R: 90
G: 160
B: 190

CMYK

C: 50
M: 5
Y: 0
K: 25



PMS 4635

RGB

R: 155
G: 90
B: 15

CMYK

C: 0
M: 50
Y: 95
K: 45



PMS 451

RGB

R: 175
G: 165
B: 120

CMYK

C: 35
M: 30
Y: 60
K: 0

Typefaces include an eclectic mix of typefaces,
with Blackoak as the primary display font.

TYPEFACES

Blackoak
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Adobe Garamond Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Chaparral Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Letter Gothic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789