

DARE2 MAGAZINE


Brand presentation

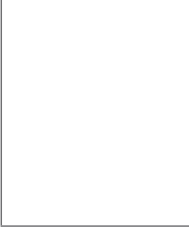
by

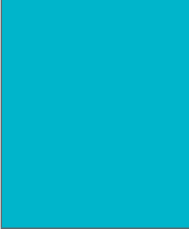
Bewitched Ltd


25th September 2009

DARE 2 Magazine - Primary Brand Colours

	Black and greyscale	RGB colour values:	CMYK colour values:	Web safe HEX value:
	Opacities:			000000
	■ 100%	R = 3	C = 1	
	■ 75%	G = 3	M = 1	
	■ 50%	B = 3	Y = 1	Pantone paint colour:
■ 25%			K = 100	Hexachrome Black C

	White	RGB colour values:	CMYK colour values:	Web safe HEX value:
	Opacities:			ffffff
	100% at all times	R = 255	C = 0	
		G = 255	M = 0	
		B = 255	Y = 0	
			K = 0	

	Dare 2 Cyan	RGB colour values:	CMYK colour values:	Web safe HEX value:
	Opacities:			00b5cc
	■ 100%	R = 0	C = 83	
	■ 75%	G = 181	M = 0	
	■ 50%	B = 204	Y = 21	Pantone paint colour:
■ 25%			K = 0	3125 C

	Dare 2 Pink	RGB colour values:	CMYK colour values:	Web safe HEX value:
	Opacities:			ed1d8f
	■ 100%	R = 237	C = 0	
	■ 75%	G = 29	M = 97	
	■ 50%	B = 143	Y = 0	Pantone paint colour:
■ 25%			K = 0	Hexachrome Magenta C

DARE 2 Magazine - Secondary Brand Colours

	Dare 2 Red	RGB colour values: R = 227 G = 25 B = 55	CMYK colour values: C = 0 M = 100 Y = 81 K = 4	Web safe HEX value: e31937
	Opacities:			
	100%			
	75%			
	50%			
25%				
Pantone paint colour: 186 C				

	Dare 2 Green	RGB colour values: R = 0 G = 168 B = 144	CMYK colour values: C = 100 M = 0 Y = 59 K = 0	Web safe HEX value: 00a890
	Opacities:			
	100%			
	75%			
	50%			
25%				
Pantone paint colour: Green C				

	Dare 2 Orange	RGB colour values: R = 247 G = 144 B = 30	CMYK colour values: C = 0 M = 52 Y = 100 K = 0	Web safe HEX value: f7901e
	Opacities:			
	100%			
	75%			
	50%			
25%				
Pantone paint colour: Hexachrome Orange C				

	Dare 2 Process Blue	RGB colour values: R = 0 G = 146 B = 207	CMYK colour values: C = 100 M = 10 Y = 0 K = 10	Web safe HEX value: 0092cf
	Opacities:			
	100%			
	75%			
	50%			
25%				
Pantone paint colour: Process Blue C				

	Dare 2 Yellow	RGB colour values: R = 255 G = 238 B = 0	CMYK colour values: C = 0 M = 1 Y = 98 K = 0	Web safe HEX value: ffee00
	Opacities:			
	100%			
	75%			
	50%			
25%				
Pantone paint colour: Hexachrome Yellow C				

	Dare 2 Blue	RGB colour values: R = 28 G = 63 B = 148	CMYK colour values: C = 100 M = 88 Y = 0 K = 5	Web safe HEX value: 1c3f94
	Opacities:			
	100%			
	75%			
	50%			
25%				
Pantone paint colour: Blue 072 C				

	Dare 2 Purple	RGB colour values: R = 165 G = 68 B = 153	CMYK colour values: C = 38 M = 88 Y = 0 K = 0	Web safe HEX value: a54499
	Opacities:			
	100%			
	75%			
	50%			
25%				
Pantone paint colour: Purple C				

	Dare 2 Violet	RGB colour values: R = 51 G = 48 B = 146	CMYK colour values: C = 98 M = 100 Y = 0 K = 0	Web safe HEX value: 333092
	Opacities:			
	100%			
	75%			
	50%			
25%				
Pantone paint colour: Violet C				

DARE 2 Magazine - Fonts

Brand / Print Fonts

Logo and title font:

DARE 2

Felix Tilting

Body and sub-title font:

DARE 2

dare 2

Century Gothic

Web Fonts

Highlights and titles:

DARE 2

dare 2

Times New Roman

Navigation:

DARE 2

dare 2

Arial

Body text:

DARE 2

dare 2

Verdana

DARE 2 Magazine - Logo Design



Primary logo

In brand colours on solid colour, white or clear background
(Usage: Everywhere possible - online, print, advertising and merchandising etc)



Black and white logo

For use on solid colour, white or clear background
(Usage: Black and white advertising, merchandise, embroidery templates etc)

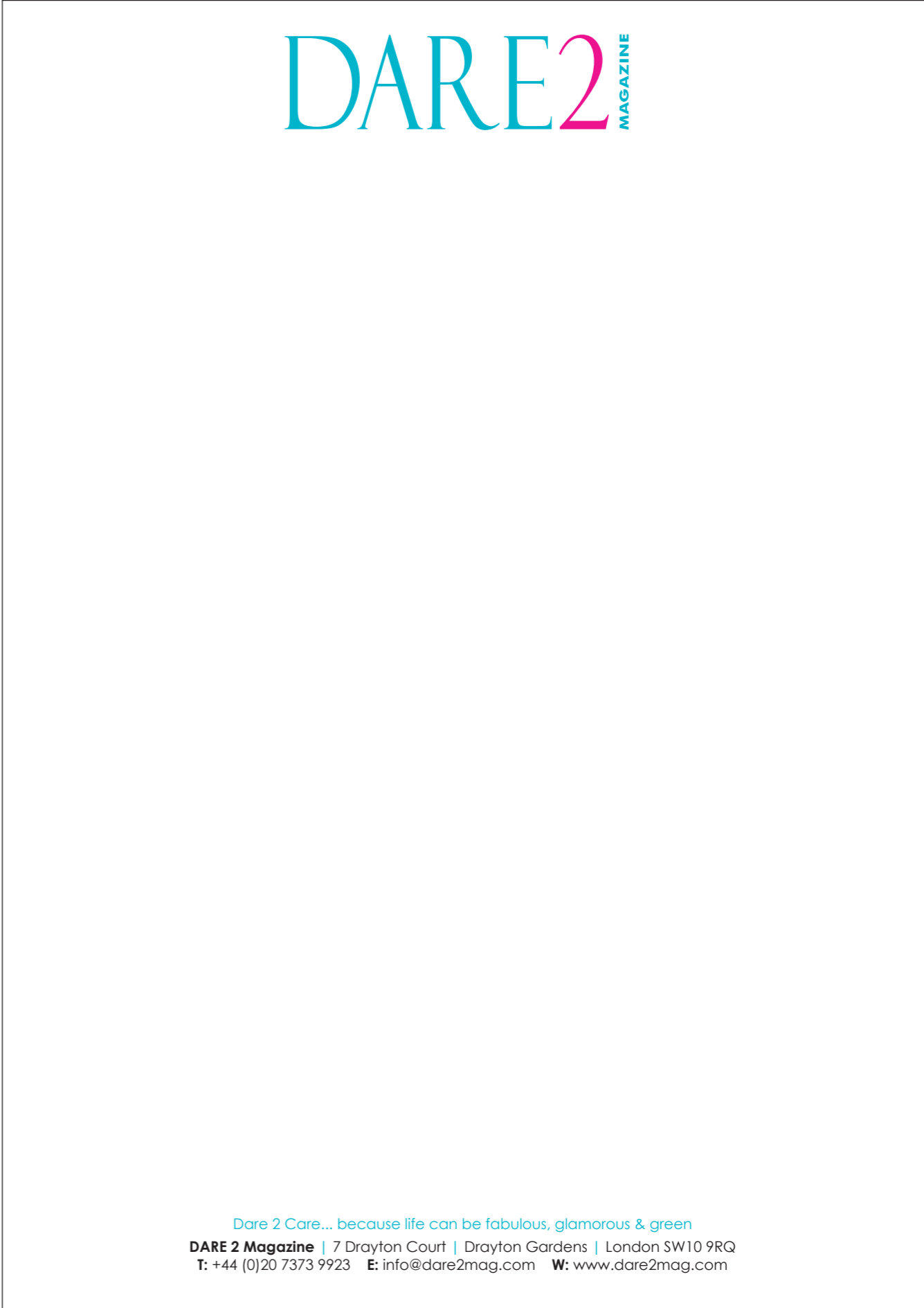


Outline logos

For solid colour, white or clear background
(Usage: engraving, merchandise etc)



DARE 2 Magazine - Stationery Design



DARE 2 Magazine - Icon Design

