



the **NATURAL HISTORY** of the

URBAN COYOTE

BRAND GUIDES



the NATURAL HISTORY of the
URBAN COYOTE

FONTS

LEAGUE GOTHIC REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

regular | *condensed italic* | condensed regular

get it: <http://www.theleagueofmoveabletype.com/league-gothic>

MISSION GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

regular

italic used for tagline

get it: <http://www.charlesdaoud.com/download-dense-regular.html>

FONT USE GUIDES

LEAGUE GOTHIC REGULAR
tracking: 100

DENSE REGULAR
tracking: 25

the NATURAL HISTORY of the

URBAN COYOTE

LEAGUE GOTHIC REGULAR
tracking: 120

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DENSE REGULAR
tracking: 75

VARIATION



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full color with text plate



full color icon only



the NATURAL HISTORY of the
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grayscale with text plate



grayscale icon only

Text plate can include ©Name version on bottom line. Alternate grayscale version to print on black (reversed out) will be designed at a later time. For best results, only print on neutral to light colors. Coyote and text plate can be used independently of each other.

MAIN COLORS



CHARCOAL
RGB 65 / 64 / 66
CMYK 0 / 0 / 0 / 90
#414042

SUPPORTIVE DETAIL COLORS

Mainly used in skyline gradient inside coyote illustration, but may be used as supportive pop colors for brand.



NIGHT SKY
RGB 30 / 39 / 86
CMYK 100 / 93 / 37 / 32
#1d2755



BLUE HOUR
RGB 63 / 121 / 190
CMYK 77 / 48 / 0 / 0
#3e79bd



CITY LIGHTS
RGB 239 / 174 / 52
CMYK 5 / 33 / 92 / 0
#eeae33



RISE
RGB 216 / 137 / 124
CMYK 14 / 54 / 47 / 0
#d8887c

APPROPRIATE USE



While text plate can be adjusted to print on any color background, the coyote icon should only print on light to neutral colors for best results and color accuracy.



Unless a version of the logo specifically designed to print on black or dark colors is created, printing on dark shades is not recommended.

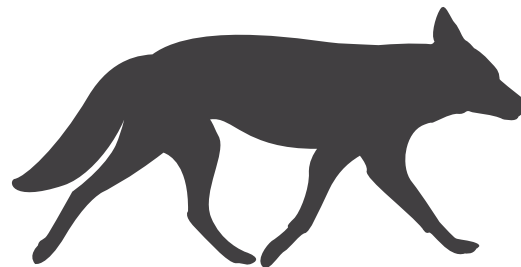


Neither the full color logo or the grayscale logo that includes the coyote icon should be used to overlay on top of photography.



The logo text plate with or without the ©Name can be used to overlay on photography or any other busy backgrounds. Make sure there is enough contrast so the text plate is legible.

COYOTE SILHOUETTE



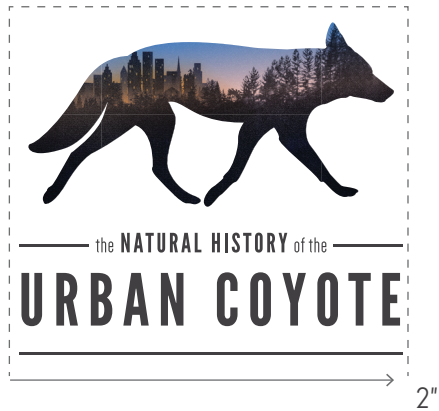
The coyote silhouette filled with a solid color can be used as a supportive brand icon in many different ways across brand identity, from website, to printed collateral.

example, as a section divider on website:



**COEXISTING WITH OUR
WILD NEIGHBORS**

MINIMUM SIZE FOR LEGIBILITY



No smaller than 2 inches in width for full logo, unless using a solid color filled silhouette. Coyote icon, filled or as is may be able to go smaller.

LOGO CLEAR SPACE

Give the logo some breathing room when applied to different media. Clear space helps maintain the integrity of the logo for visibility and legibility. The clear space around the logo (✕) is equal to the height of the letters in **URBAN COYOTE**. The same white space applies to the full logo, or the text plates and coyote icon used as individual elements.

✕ = URBAN COYOTE

