

LOGO

PRIMARY LOGO

wildlight

SECONDARY LOGO

w
wildlight

MARK ALONE

w

TAG

LIGHT BACKGROUND



DARK BACKGROUND



The tag art is provided with a thicker font when it's knocked out of darker colors.

Background doesn't print.

FONTS

GOTHAM BOLD

Headlines/Subheads

**THIS IS
TOWN IN
NATURE**

ALICE REGULAR

Body Copy/Callouts/Subheads

Where front porches connect people, and trails connect everything else. Where wellness and walkability aren't just catchwords—they're the UF Health and Y in the neighborhood, and the homegrown burger spot on the corner.

NEXA REGULAR

Body Copy/Subheads

Where front porches connect people, and trails connect everything else. Where wellness and walkability aren't just catchwords—they're the UF Health and Y in the neighborhood, and the homegrown burger spot on the corner.

NEUTRAFACE TEXT

DEMI ITALIC

Callouts

*And we're just
getting started.*

WILDLIGHT BRAND PALETTE

JANUARY 2022

COLOR



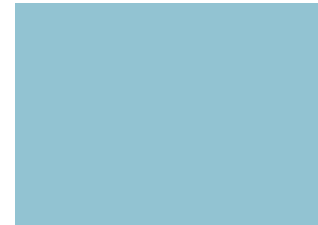
PINE
PMS 553 CP
CMYK: 64 / 24 / 65 / 67
RGB: 39 / 72 / 51
HEX: 274833



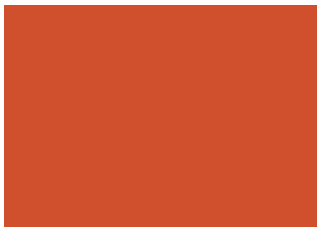
OCHRE
PMS 7551 CP
CMYK: 0 / 36 / 100 / 26
RGB: 194 / 135 / 16
HEX: C28710



SAGE
PMS 5773 CP
CMYK: 38 / 22 / 59 / 18
RGB: 141 / 149 / 108
HEX: 8D956C



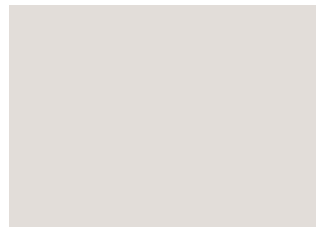
POND
PMS 4175 CP
CMYK: 42 / 10 / 13 / 0
RGB: 146 / 195 / 210
HEX: 92C3D2



DAISY
PMS 7598 CP
CMYK: 0 / 80 / 88 / 14
RGB: 208 / 79 / 45
HEX: D04F2D



SLATE
PMS 424 CP
CMYK: 52 / 41 / 38 / 20
RGB: 113 / 118 / 122
HEX: 71767A



TAN
PMS WARM GRAY 1 CP
CMYK: 10 / 10 / 11 / 0
RGB: 226 / 221 / 217
HEX: E2DDD9



SLATE II
PMS 425 CP
CMYK: 63 / 51 / 45 / 33
RGB: 83 / 89 / 95
HEX: 53595F

Pantone numbers and builds are from the *2021 Pantone Color Bridge Coated Swatch Guide*. Pantone numbers and builds from previous years will not match.