

Sealk™

Brand Book

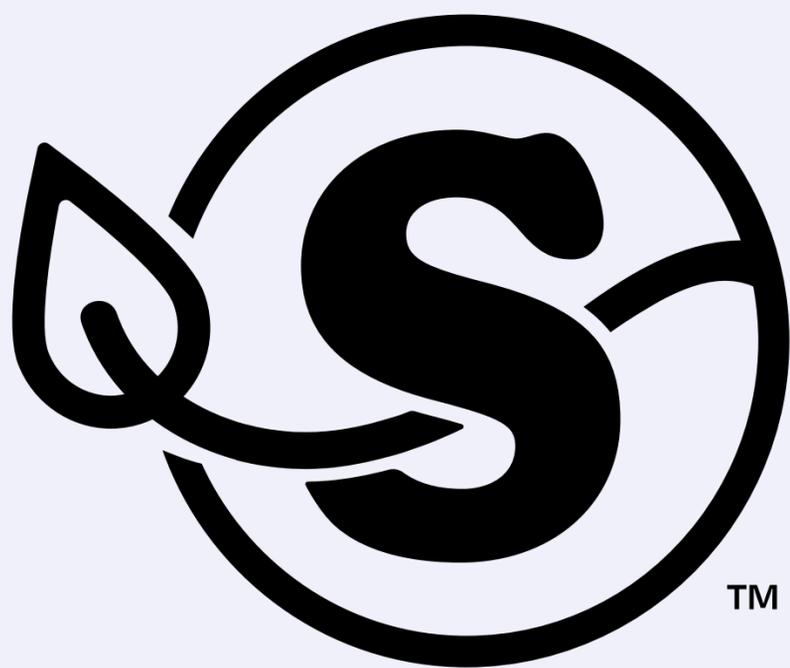
Primary Logo
FULL COLOR



ONE COLOR



Secondary Logo



Color Palette

Kelly Green

#45a811

Evergreen

#13562e

Jungle Green

#012d13

Magnolia

#f1f1fc

Periwinkle

#d7d7ff

Fonts

Acumin Variable Concept

Condensed Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

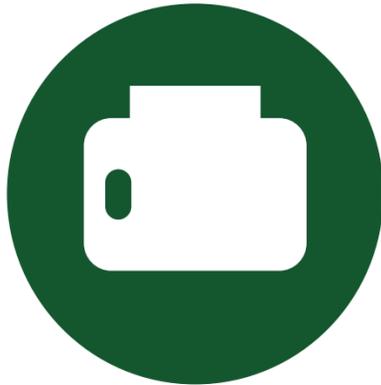
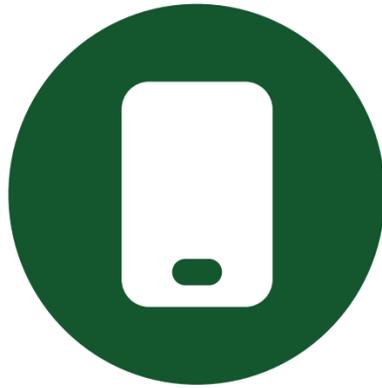
Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

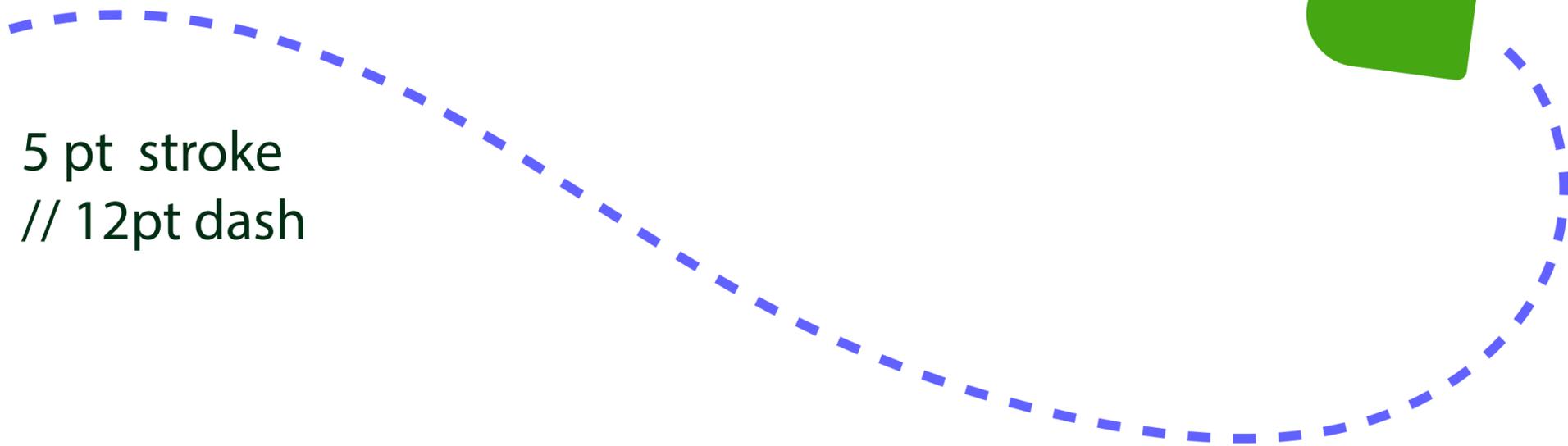
Aesthet Nova

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Icons & Elements



5 pt stroke
// 12pt dash



Typography (Digital)

Heading

Subheading

Body copy here lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt.

¹ Footnote

← 100 pt // 36 leading // 0 tracking

← 40 pt // 60 leading // 300 tracking

← 30 pt // 65 leading // 0 tracking

← 18 pt // 65 leading // 0 tracking

Typography (Print)

Heading

Subheading

Body copy here lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt.

¹ Footnote

← 18 pt

← 12 pt

← 10 pt

← 8 pt

