

SOUTHFL



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LIGHT BACKGROUND
The primary or black logo is for white or light backgrounds.



DARK BACKGROUND
The primary or white logo is for dark backgrounds and images.



GRADIENT BACKGROUND
The white logo is for gradient backgrounds.



PRIMARY

BLUE

#00A3DC

0 / 163 / 220

SECONDARY

AQUA BLUE

#4DEEFF

77 / 238 / 255

ARCTIC BLUE

#3BD3FF

59 / 211 / 255

ROYAL BLUE

#1093FF

16 / 147 / 255

DARK BLUE

#0086B5

0 / 134 / 181

BLACK

#000000

0 / 0 / 0

WHITE

#FFFFFF

255 / 255 / 255

GRADIENTS

ARCTIC BLUE

ROYAL BLUE

AQUA BLUE

ROYAL BLUE

TYPE FAMILY

Bebas Neue

AA

BBCCDDEEFFGG

HHIIJJKKLLMMNN

OOPPQQRRSSTT

UUUVVWWXXYYZZ

Poppins

Aa

BbCcDdEeFfGg

HhIiJjKkLlMmNn

OoPpQqRrSsTt

UuVvWwXxYyZz

TYPE STYLES

- Headlines - Bebas Neue Bold
- Eye brow headlines - Poppins SemiBold (with added kerning)
- Body copy - Poppins Light
- Body copy highlights - Poppins Medium

EYEBROW HEADLINE

PRIMARY HEADLINES

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit.