

# 12&1 Center – Brand Standards QuickReference

## Primary Logos



Vertical



Horizontal



Text With Blue Background



## Color Palette



Pantone  
021

C M Y K  
00 74 100 00

#f26721



Pantone  
1235

C M Y K  
00 29 91 00

#fdbb30



Pantone  
2735

C M Y K  
98 100 09 10

#302b7d

## Secondary Logos & Assets



All Icons



Book Icon



Coffee Cup Icon



Carrot Icon



Bread Icon

## Typography

Lato Black

**12&1 Center**

**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**

Poppins

**12&1 Center**

**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**

**Bold**

**Lorem ipsum  
dolor sit amet.**

**Regular**

**Lorem ipsum  
dolor sit amet.**

## Photography & Video Style

