

web style guide

xvcanolaoil.ca

XV COLD-PRESSED™
CANOLA OIL
REGIONALLY SOURCED 2016 VINTAGE

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logo design

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Primary Logo

XV COLD-PRESSED™
CANOLA OIL
REGIONALLY SOURCED 2016 VINTAGE

Secondary Logo

XV

Product Labels



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typography style

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HEADER 1

Alegreya Bold 48px UPPERCASE #231F20

HEADER 2

Myriad Pro Light 30px UPPERCASE #231F20

Header 3

Myriad Pro Bold 24px Title Case #B4972B

Header 4 / call out.

Alegreya 24px Sentence case #7095B7

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Myriad Pro Light 18px Sentence case #231F20

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Myriad Pro Light 18px #877121

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colour palette

4



#F7CF3B



#7095B7



#231F20



#009797



#55437F



#2D64AE



#877121



#B4972B



#F8D671

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istock photos

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#494560529



#494559291



#492335543



#537471920



#477198962



#516553160