BEWARE THE NAUGHTY THINGS

Responsible Visitation Campaign Field Kit

Stylesheet Snapshot

Lockup Logos

Master Lockup

Master Lockup (Multiply mode)

Sign Lockup

Download logos

Colours

Primary Colours

Black
#000000
C10 M10 Y10 K100

White
#FFFFFF
C0 M0 Y0 K0

Clear Sky
#2089C3
C80 M36 Y4 K0

Soft Sky
#BBE5F5
C24 M0 Y2 K0

Soft - Clear Sky Radial Gradient

Hazard Yellow #FFCC2A C0 M20 Y90 K0

Character Background Colours

Shiela B.Right
#CA55AE
C22 M79 Y0 K0

Wanda Round
#7C1F6A
C56 M100 Y27 K11

Flick Daway
#4D7861
C72 M35 Y66 K16

Ani Malpest
#4319996
C77 M21 Y44 K0

Slippery Cliff
#AD6B34
C26 M61 Y92 K12

Rick Head
#FD5632
C0 M81 Y85 K0

Font

HOSS ROUND NARROW

0123456789!@#$%
ABCDEFGHIJKLMNOPQRSTUVWXYZ

HEADLINE

HEAVY

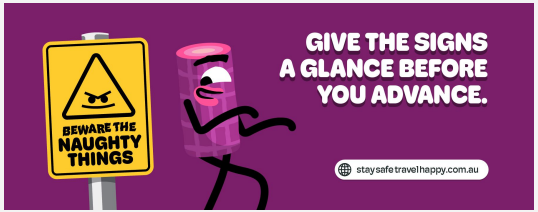
Small Body Copy

Medium

Font is available at Adobe Fonts or to purchase at PS Type Lab

Creative Assets

Web Banners



Size 1800 x 700px

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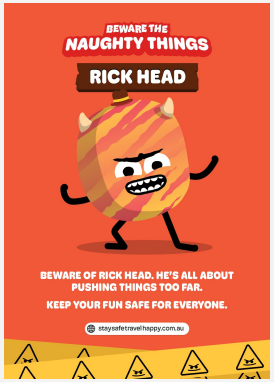
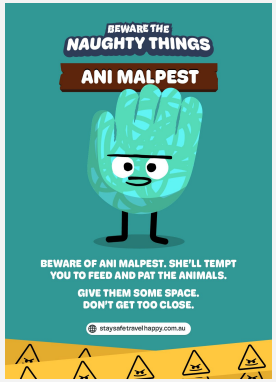
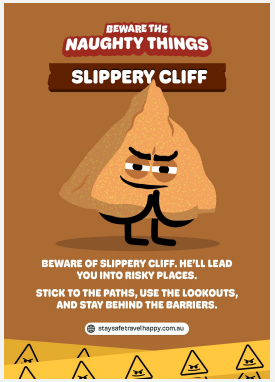
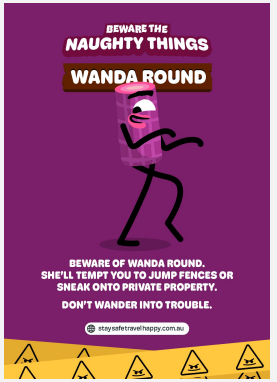
Posters









Size A4, A2 & Digital

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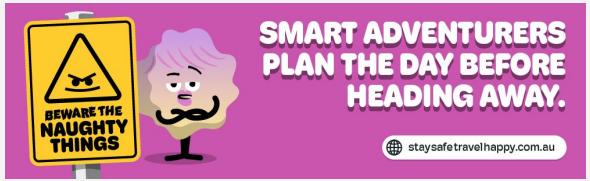
Email Signatures



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Social Tiles (Square)

Size 1080 x 1080px

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Social Tiles (Square Carousel)

Size 1080 x 1080px

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Social Tiles (Portrait V1)

Size 1080 x 1350px

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Social Tiles (Portrait V2)

Size 1080 x 1350px

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Social Stories

Size 1080 x 1920px

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