

BRAND

LOGO

COLOR

TYPOGRAPHY

PATTERN

PHOTOGRAPHY

OUR FONT

'DINosaur' is our brand font and should be used as often as possible.

This font is clean and modern, while friendly and approachable. Subtle soft edges give the font a slight humanist warmth.

We use the Light, Book, and Medium font weights only. Avoid using the font too big and too bold.

DINosaur is an Adobe Font and is available for both print and digital applications.

Download the font here:
<https://fonts.adobe.com/fonts/dinosaur>

DINosaur LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 (!@#\$%&*)

DINosaur BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 (!@#\$%&*)

DINosaur MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 (!@#\$%&*)

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TYPOGRAPHY SAMPLE

This sample shows what our font looks like when used correctly.

Multiple weights, sizes, and styles are used to achieve a good sense of hierarchy for aesthetic and for easy legibility of content.

YUMMY IPSUM

FRIED CHICKEN & CHOPPED SALAD

Secondary headline Ipsum Dolor Amet

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PICK-UP

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TYPOGRAPHY HIERARCHY

This guide will help you use our font correctly. When scaling larger or smaller, try to scale all styles proportionately.

A. EYEBROW
DINosaur Medium, 18pt, CAPS,
100 tracking

B. DISPLAY HEADLINE
DINosaur Light, 76pt, CAPS

C. SECONDARY HEADLINE
DINosaur Book, 32pt, Sentence
Case

D. PARAGRAPH TEXT
DINosaur Book, 18pt,
24pt line height

E. CTA
DINosaur Medium, 14pt, CAPS,
100 tracking

A YUMMY IPSUM

B FRIED CHICKEN
& CHOPPED SALAD

C Secondary headline Ipsum Dolor Amet

D Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut etta enim ad minim veniam, quis nostrud etta set suscipit lobortis nisl ut aliquip.

E PICK-UP