

# City Park Conservancy Brand Standards

## PRIMARY LOGO

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## SECONDARY LOGOS

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LOGO STACKED



LOGO HORIZONTAL



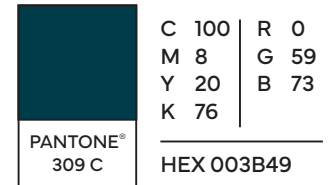
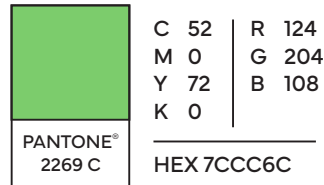
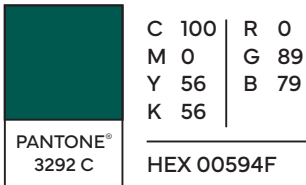
ICON ONLY



# City Park Conservancy Brand Standards

## PRIMARY COLOR PALETTE

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## TYPOGRAPHY

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New Spirit Light  
New Spirit Regular  
New Spirit Medium  
**New Spirit SemiBold**  
**New Spirit Bold**

SWEET GOTHIC LIGHT  
SWEET GOTHIC REGULAR  
SWEET GOTHIC MEDIUM  
**SWEET GOTHIC BOLD**

Mundial Hair  
*Mundial Hair Italic*  
Mundial Thin  
*Mundial Thin Italic*  
Mundial Light  
*Mundial Light Italic*  
*Mundial Italic*  
Mundial Regular  
**Mundial DemiBold**  
*Mundial DemiBold Italic*  
**Mundial Bold**  
*Mundial Bold Italic*  
**Mundial Black**  
*Mundial Black Italic*