



BRAND AND STYLE GUIDE 2016

ABOUT

One of the fastest growing digital publishers in Australia, Allure Media reaches 8.1m* unique browsers in Australia every month.

We are about premium, fast-paced, digestible content produced by high profile local editors.

We partner with some of the world's largest and innovative publishing partners to bring world leading brands to Australia.

*Nielsen Market Intelligence, Feb 2016

POPSUGAR.

GIZMODO

BYRDIE

KOTAKU

WHO WHAT WEAR

lifehacker

MY DOMAINE

BUSINESS INSIDER

SHOPSTYLE

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LOGOS

MINIMUM SIZE

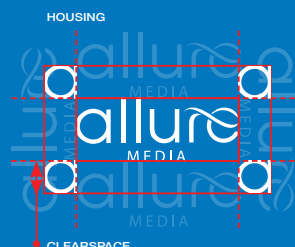
There is a **strict** minimum size for all logos per Publisher.
Each Publisher logo page will contain a table as per the example below:

| | STACKED | | WIDE | | BRANDMARK | |
|---------------|---------|----|------|-----|-----------|----|
| | mm | px | mm | px | mm | px |
| GENERIC | 19 | 55 | 40 | 115 | 11 | 32 |
| AUSTRALIA | 19 | 55 | 40 | 115 | | |
| REVERSED GEN. | 22 | 65 | 45 | 130 | | |
| REVERSED AUS. | 22 | 65 | 45 | 130 | | |

HOUSING AND CLEARSPACE

All logos have a **strict** housing and clearspace specification assigned. This prevents the interference of external

visual elements on the logo, and maximises logo visibility in **all** documents. See example on right:



LOGO INFORMATION

FILE TYPES AND COLOUR FORMATS

Each logo is presented in three different colour formats:

- RGB** The colour breakup of **Red, Green, Blue**.
Ideal for web/screen.
Works hand-in-hand with HEX codes.
- CMYK** The colour breakup of **Cyan, Magenta, Yellow** and **Black**.
A **must** for all things print, as screen colours and print colours vary in appearance.
- PANTONE** A standardized international **colour code** within Brand identities. Used for special print jobs where colours need to be consistent, or whether manual print work is involved. There is no Pantone code for white, however the relative file type will still need to be to a CMYK work mode.

Each colour format has specific file types to best suit it's medium.

| RGB | CMYK | PANTONE |
|---|--|--|
| Vector EPS (Set to RGB work mode) | Vector EPS (Set to CMYK work mode) | Vector EPS (Set to CMYK work mode) |
| Illustrator AI | Illustrator AI | Illustrator AI |
| PNG | JPEG* | |
| JPEG* | TIFF | |

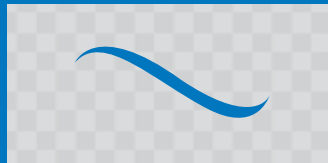
*WHITE LOGOS WILL NOT BE AVAILABLE AS A JPEG

OFFICIAL ALLURE MEDIA LOGO SUITE

PRIMARY



GRID DEMONSTRATING TRANSPARENCY ONLY



SECONDARY



GRID DEMONSTRATING
TRANSPARENCY ONLY

WOMENS



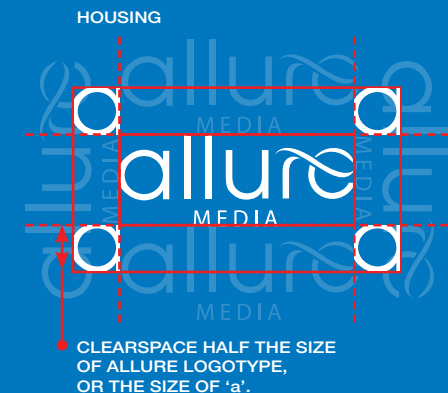
WOMENS LOGO APPLIES TO POPSUGAR, SHOPSTYLE AND CLIQUE SITES ONLY.

RULES

Logos must never be altered or recreated and must only be used as per the colours specified on page 20.

Use the appropriate logo that does not impede legibility.

Logos must always have the following housing and clearance:



Logos must **never** be reproduced less than the minimum width:

| GENERIC | | WOMENS | | BRANDMARK | |
|---------|----|--------|----|-----------|----|
| mm | px | mm | px | mm | px |
| 17 | 50 | 17 | 50 | 11 | 32 |

RULES

Logos must never be altered or recreated and must only be used as per the colours specified on page 21.

Use the appropriate logo that does not impede legibility.

The Australia logo must always be used on international documents.

Logos must **never** be reproduced less than the minimum width:

| | STACKED | | WIDE | | BRANDMARK | |
|---------------|---------|----|------|-----|-----------|----|
| | mm | px | mm | px | mm | px |
| GENERIC | 19 | 55 | 40 | 115 | 11 | 32 |
| AUSTRALIA | 19 | 55 | 40 | 115 | | |
| REVERSED GEN. | 22 | 65 | 45 | 130 | | |
| REVERSED AUS. | 22 | 65 | 45 | 130 | | |

Logos must always have the following housing and clearspace:



GIZMODO

OFFICIAL GIZMODO LOGO SUITE

PRIMARY

GIZMODO
G

SECONDARY

GIZMODO
GIZMODO

GIZMODO

GRID DEMONSTRATING TRANSPARENCY ONLY

AUSTRALIA

GIZMODO
AUSTRALIA
GIZMODO
AUSTRALIA

GIZMODO
AUSTRALIA

GIZMODO
AUSTRALIA

GRID DEMONSTRATING TRANSPARENCY ONLY

RULES

Logos must never be altered or recreated and must only be used as per the colours specified on page 22.

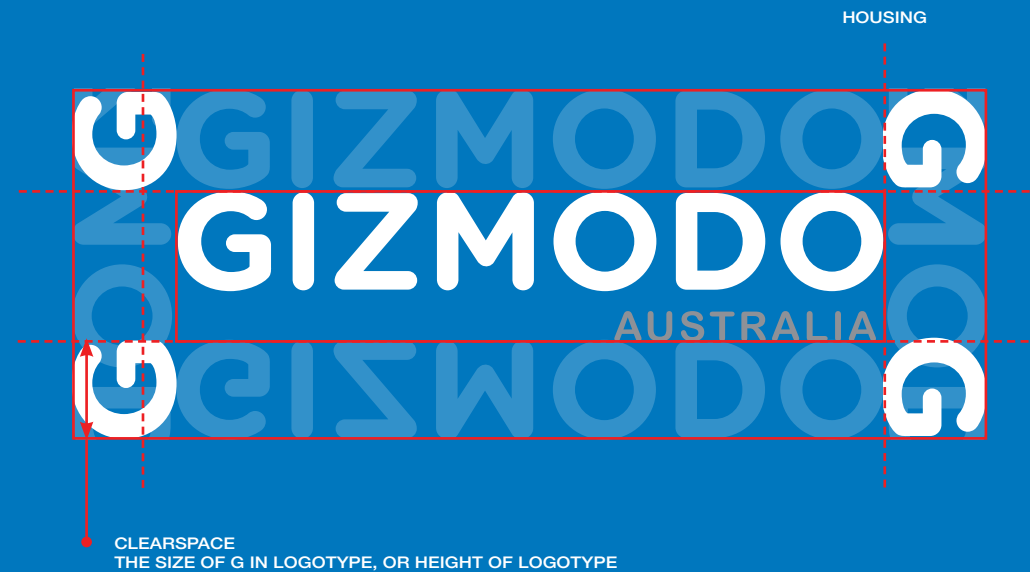
Use the appropriate logo that does not impede legibility.

The Australia logo must always be used on international documents.

Logos must **never** be reproduced less than the minimum width:

| GENERIC | | AUSTRALIA | | BRANDMARK | |
|---------|----|-----------|-----|-----------|----|
| mm | px | mm | px | mm | px |
| 25 | 72 | 32 | 100 | 5 | 15 |

Logos must always have the following housing and clearspace:



KOTAKU

OFFICIAL KOTAKU LOGO SUITE

PRIMARY



GRID DEMONSTRATING TRANSPARENCY ONLY

SECONDARY

KOTAKU



KOTAKU

GRID DEMONSTRATING
TRANSPARENCY ONLY



AUSTRALIA

KOTAKU
AUSTRALIA



KOTAKU



GRID DEMONSTRATING TRANSPARENCY ONLY

RULES

Logos must never be altered or recreated and must only be used as per the colours specified on page 23.

Use the appropriate logo that does not impede legibility.

The Australia logo must always be used on international documents.

Logos must always have the following housing and clearspace:



Logos must **never** be reproduced less than the minimum width:

| GENERIC | | AUSTRALIA | | BRANDMARK | |
|---------|----|-----------|----|-----------|----|
| mm | px | mm | px | mm | px |
| 20 | 57 | 32 | 90 | 5 | 15 |

OFFICIAL LIFEHACKER LOGO SUITE

PRIMARY

lifehacker

SECONDARY

lifehacker

lifehacker



GRID DEMONSTRATING
TRANSPARENCY ONLY



AUSTRALIA

lifehacker
AUSTRALIA

lifehacker
AUSTRALIA

lifehacker
AUSTRALIA



GRID DEMONSTRATING
TRANSPARENCY ONLY

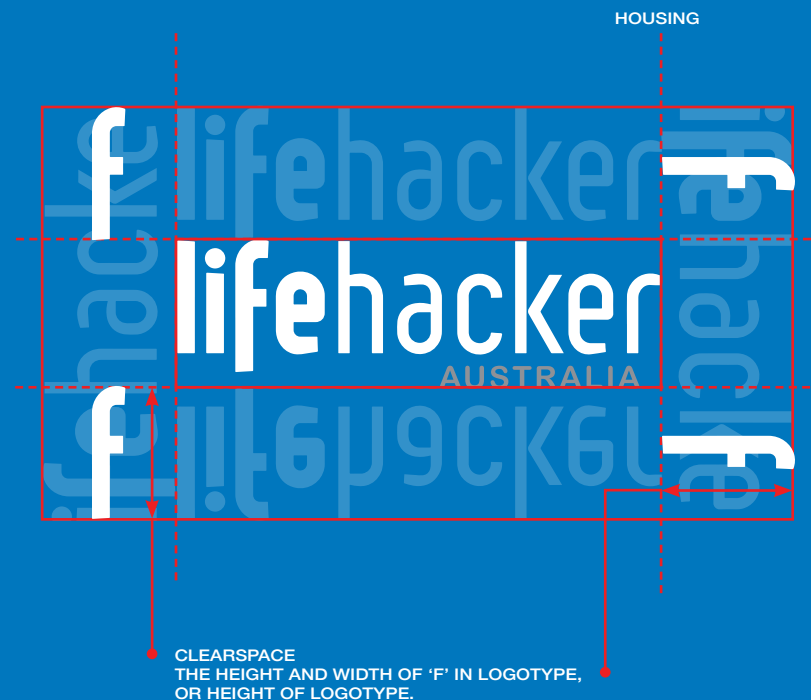
RULES

Logos must never be altered or recreated and must only be used as per the colours specified on page 24.

Use the appropriate logo that does not impede legibility.

The Australia logo must always be used on international documents.

Logos must always have the following housing and clearspace:



Logos must **never** be reproduced less than the minimum width:

| GENERIC | | AUSTRALIA | | BRANDMARK | |
|---------|----|-----------|----|-----------|----|
| mm | px | mm | px | mm | px |
| 21 | 60 | 31 | 90 | 5 | 15 |

OFFICIAL POPSUGAR LOGO SUITE

PRIMARY



GRID DEMONSTRATING TRANSPARENCY ONLY

POPSUGAR.

SECONDARY



GRID DEMONSTRATING TRANSPARENCY ONLY



RULES

Do's

Use slate on white.

Use white on IKB and slate.

Place a white logo to the edge of the frame.

Place a white logo over a contrasting image.

Place a slate logo over a contrasting image.

Don't's

Do not stretch.

Do not tilt or angle.

Do not outline.

Do not overlay with imagery.

Do not tighten kerning.

Do not shadow.

Do not stack or alter.

Do not use other colours.

Do not use on clashing colour backgrounds.

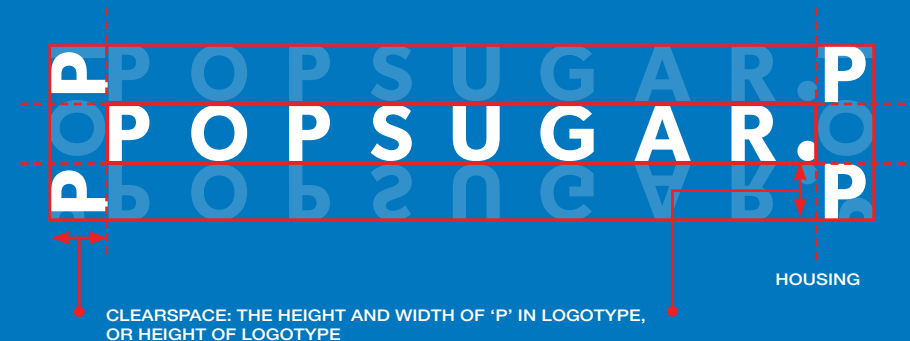
Do not use on imagery that impedes legibility.

Do not manually type the logo, or include within a sentence.

Logos must **never** be reproduced less than the minimum width:

| GENERIC | | REVERSED | | BRANDMARK | |
|---------|-----|----------|-----|-----------|----|
| mm | px | mm | px | mm | px |
| 44 | 125 | 44 | 125 | 8 | 22 |

Logos must always have the following housing and clearspace:



OFFICIAL SHOPSTYLE LOGO SUITE

PRIMARY

SHOPSTYLE



GRID DEMONSTRATING TRANSPARENCY ONLY

SECONDARY

SHOPSTYLE

SHOPSTYLE

SHOPSTYLE

S S S

S S

SHOPSTYLE

RULES

Logos must never be altered or recreated and must only be used as per the colours specified on page 26.

Use the appropriate logo that does not impede legibility.

Logos must always have the following housing and clearspace:



Logos must **never** be reproduced less than the minimum width:

| GENERIC | | BRANDMARK | |
|---------|----|-----------|-----|
| mm | px | mm | px |
| 19 | 55 | 3 | 8.5 |

OFFICIAL BYRDIE LOGO SUITE

PRIMARY

BYRDIE

SECONDARY

BYRDIE B

BYRDIE

RULES

Do's

Use white on black.

Use black or white on a solid colour.

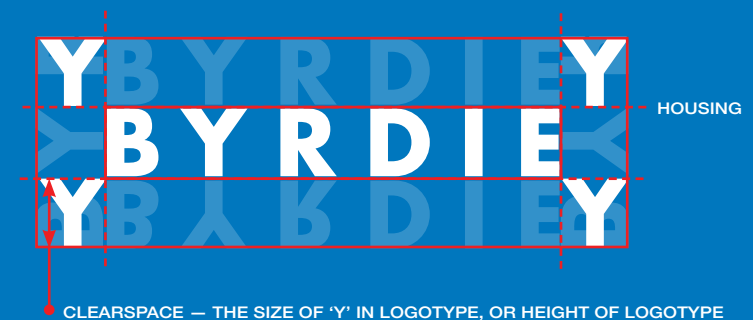
Use black or white over photography.

Don't's

Do not use in colour over a colour background.

Do not use in colour over photography.

Logos must always have the following housing and clearspace:



Logos must **never** be reproduced less than the minimum width:

| GENERIC | | BRANDMARK | |
|---------|----|-----------|----|
| mm | px | mm | px |
| 20 | 55 | 3 | 7 |

OFFICIAL MY DOMAINE LOGO SUITE

PRIMARY

MY DOMAINE

SECONDARY

MY DOMAINE

D

WHITE LOGO ONLY TO BE APPLIED ACCORDING TO LOGO RULES

MY DOMAINE

RULES

Do's

Use white on black.

Use black or white on a solid colour.

Use black or white on a grayscale shade.

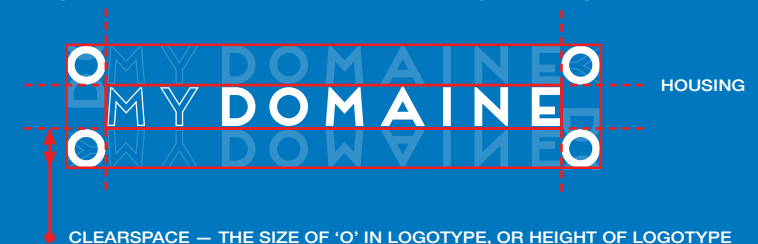
Use black or white over photography.

Don't's

Do not use in colour over a colour background.

Do not use in colour over photography.

Logos must always have the following housing and clearspace:



Logos must **never** be reproduced less than the minimum width:

| GENERIC | | BRANDMARK | |
|---------|----|-----------|----|
| mm | px | mm | px |
| 30 | 85 | 3 | 7 |

OFFICIAL WHOWHATWEAR LOGO SUITE

PRIMARY

WHO WHAT WEAR

SECONDARY

WHO WHAT WEAR

WHITE LOGO ONLY TO BE APPLIED
ACCORDING TO LOGO RULES

WWW

**WHO
WHAT
WEAR**

WHO WHAT WEAR

RULES

Do's

Use white on black.

Use black or white on a solid colour.

Use black or white on a grayscale shade.

Use black or white over photography.

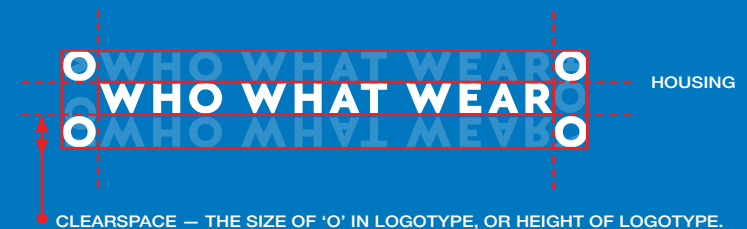
Don't's

Do not use in colour over a colour background.

Do not use in colour over photography.

Do not use colours other than black or white.

Logos must always have the following housing and clearspace:



Logos must **never** be reproduced less than the minimum width:

| GENERIC | | STACKED | | REVERSED | | BRANDMARK | |
|---------|-----|---------|----|----------|----|-----------|----|
| mm | px | mm | px | mm | px | mm | px |
| 41 | 120 | 13 | 37 | 33 | 95 | 5 | 15 |


2

COLOUR




ALL COLOUR SWATCHES ARE BASED ON THEIR C / M / Y / K BREAKDOWN UNLESS SPECIFIED.

OFFICIAL ALLURE MEDIA COLOURS

PRIMARY


| | | | |
|------|---|----------------------|-----------------|
| BLUE |  | PANTONE | PMS 285 C |
| | | C / M / Y / K | 90 / 48 / 0 / 0 |
| | | R / G / B | 0 / 118 / 190 |
| | | HEX | #0076BE |

SECONDARY




| | | | |
|-------|--|----------------------|--------------------|
| GREY |  | PANTONE | PMS Cool Gray 9 C |
| | | C / M / Y / K | 4 / 2 / 0 / 49 |
| | | R / G / B | 126 / 128 / 131 |
| | | HEX | #7E8083 |
| WHITE |  | PANTONE | <i>Nil (Paper)</i> |
| | | C / M / Y / K | 0 / 0 / 0 / 0 |
| | | R / G / B | 255 / 255 / 255 |
| | | HEX | #FFFFFF |
| BLACK |  | PANTONE | PMS Black 6 C |
| | | C / M / Y / K | 75 / 68 / 67 / 90 |
| | | R / G / B | 0 / 0 / 0 |
| | | HEX | #000000 |

OFFICIAL BUSINESS INSIDER COLOURS

PRIMARY

| | | | |
|------|---|----------------------|-------------------|
| BLUE |  | PANTONE | PMS 7700 C |
| | | C / M / Y / K | 91 / 56 / 35 / 13 |
| | | R / G / B | 24 / 95 / 124 |
| | | HEX | #185F7C |

SECONDARY





| | | | |
|------------|--|----------------------|---------------------|
| FLAME-COOL |  | PANTONE | PMS Cool Gray 8 |
| | | C / M / Y / K | 49 / 41 / 41 / 5 |
| | | R / G / B | 136 / 136 / 136 |
| | | HEX | #888888 |
| WHITE |  | PANTONE | <i>Nil (Paper)</i> |
| | | C / M / Y / K | 0 / 0 / 0 / 0 |
| | | R / G / B | 255 / 255 / 255 |
| | | HEX | #FFFFFF |
| BLACK |  | PANTONE | PMS Neutral Black C |
| | | C / M / Y / K | 72 / 66 / 65 / 72 |
| | | R / G / B | 34 / 34 / 34 |
| | | HEX | #222222 |

OFFICIAL GIZMODO COLOURS

PRIMARY

| | | | |
|------|---|----------------------|------------------|
| BLUE |  | PANTONE | PMS 7458 C |
| | | C / M / Y / K | 48 / 14 / 0 / 18 |
| | | R / G / B | 109 / 178 / 208 |
| | | HEX | #6DB2D0 |


SECONDARY

| | | | |
|---------|---|----------------------|-------------------------|
| GREY |  | PANTONE | PMS Cool Gray 9 C |
| | | C / M / Y / K | 4 / 2 / 0 / 49 |
| | | R / G / B | 126 / 128 / 131 |
| | | HEX | #7E8083 |
| WHITE |  | C / M / Y / K | 0 / 0 / 0 / 0 |
| | | R / G / B | 255 / 255 / 255 |
| | | HEX | #FFFFFF |
| | | | |
| BLACK |  | PANTONE | PMS Black 6 C |
| | | C / M / Y / K | 75 / 68 / 67 / 90 |
| | | R / G / B | 0 / 0 / 0 |
| | | HEX | #000000 |
| YELLOW* |  | PANTONE | PMS Solid Coated 2006 C |
| | | C / M / Y / K | 7 / 27 / 83 / 0 |
| | | R / G / B | 237 / 186 / 72 |
| | | HEX | #F6BF43 |





*YELLOW VALUES USED FOR TECH NETWORK COLLATERAL

OFFICIAL KOTAKU COLOURS

PRIMARY

| | | | |
|-------|---|----------------------|-----------------|
| CORAL |  | PANTONE | PMS 198 C |
| | | C / M / Y / K | 0 / 92 / 56 / 0 |
| | | R / G / B | 239 / 58 / 89 |
| | | HEX | #EF3A59 |


SECONDARY

| | | | |
|---------|---|----------------------|-------------------------|
| GREY |  | PANTONE | PMS Cool Gray 9 C |
| | | C / M / Y / K | 4 / 2 / 0 / 49 |
| | | R / G / B | 126 / 128 / 131 |
| | | HEX | #7E8083 |
| WHITE |  | C / M / Y / K | 0 / 0 / 0 / 0 |
| | | R / G / B | 255 / 255 / 255 |
| | | HEX | #FFFFFF |
| | | | |
| BLACK |  | PANTONE | PMS Black 6 C |
| | | C / M / Y / K | 75 / 68 / 67 / 90 |
| | | R / G / B | 0 / 0 / 0 |
| | | HEX | #000000 |
| YELLOW* |  | PANTONE | PMS Solid Coated 2006 C |
| | | C / M / Y / K | 7 / 27 / 83 / 0 |
| | | R / G / B | 237 / 186 / 72 |
| | | HEX | #F6BF43 |





*YELLOW VALUES USED FOR TECH NETWORK COLLATERAL

OFFICIAL LIFEHACKER COLOURS

PRIMARY

| | | | |
|------|---|----------------------|------------------|
| LIME |  | PANTONE | PMS 577 C |
| | | C / M / Y / K | 37 / 10 / 75 / 0 |
| | | R / G / B | 172 / 193 / 109 |
| | | HEX | #ACC16D |

SECONDARY

| | | | |
|---------|---|----------------------|-------------------------|
| GREY |  | PANTONE | PMS Cool Gray 9 C |
| | | C / M / Y / K | 4 / 2 / 0 / 49 |
| | | R / G / B | 126 / 128 / 131 |
| | | HEX | #7E8083 |
| WHITE |  | C / M / Y / K | 0 / 0 / 0 / 0 |
| | | R / G / B | 255 / 255 / 255 |
| | | HEX | #FFFFFF |
| | | | |
| BLACK |  | PANTONE | PMS Black 6 C |
| | | C / M / Y / K | 75 / 68 / 67 / 90 |
| | | R / G / B | 0 / 0 / 0 |
| | | HEX | #000000 |
| YELLOW* |  | PANTONE | PMS Solid Coated 2006 C |
| | | C / M / Y / K | 7 / 27 / 83 / 0 |
| | | R / G / B | 237 / 186 / 72 |
| | | HEX | #F6BF43 |

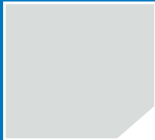


*YELLOW VALUES USED FOR TECH NETWORK COLLATERAL

OFFICIAL POPSUGAR COLOURS

PRIMARY

| | | |
|---------------|---|--|
| SLATE |  | PANTONE PMS 432 C C / M / Y / K* 78 / 64 / 53 / 44 R / G / B 47 / 56 / 70 HEX #2F3846 |
| BLUE |  | PANTONE PMS 072 C C / M / Y / K* 100 / 90 / 0 / 0 R / G / B 0 / 47 / 167 HEX #002FA7 |
| ELECTRIC BLUE |  | PANTONE PMS 293 C C / M / Y / K* 100 / 69 / 0 / 4 R / G / B 17 / 84 / 255 HEX #1154FF |
| CYAN |  | PANTONE PMS 298 C C / M / Y / K* 67 / 2 / 0 / 0 R / G / B 36 / 196 / 248 HEX #24C4F8 |

SECONDARY

| | | |
|------------|--|--|
| OFF-WHITE |  | PANTONE PMS 427 C C / M / Y / K* 7 / 3 / 5 / 8 R / G / B 246 / 246 / 246 HEX #F6F6F6 |
| RUBINE RED |  | PANTONE PMS Rubine Red C C / M / Y / K* 0 / 100 / 57 / 19 R / G / B 239 / 0 / 102 HEX #EF0066 |
| YELLOW |  | PANTONE PMS 115 C C / M / Y / K* 0 / 14 / 86 / 1 R / G / B 255 / 216 / 1 HEX #FFD801 |

*CMYK VALUES BASED ON PANTONE SPECIFICATION

OFFICIAL SHOPSTYLE COLOURS

PRIMARY

DARK GREY



PANTONE PMS Solid Coated 7540 C*
C / M / Y / K 41 / 28 / 22 / 70
R / G / B 69 / 69 / 69
HEX #444444

*REPLACE WITH PMS SOLID UNCOATED BLACK 6 C ONLY FOR SPECIALTY PRINTS ON UNCOATED PAPERSTOCK, OR AS SUGGESTED BY THE PRINTER.

SECONDARY

WHITE



PANTONE Nil (Paper)
C / M / Y / K 0 / 0 / 0 / 0
R / G / B 255 / 255 / 255
HEX #FFFFFF

SLATE



PANTONE PMS Cool Gray 6 C
C / M / Y / K 35 / 29 / 28 / 0
R / G / B 166 / 166 / 166
HEX #A6A6A6

GREY



PANTONE PMS 428 C
C / M / Y / K 23 / 17 / 17 / 0
R / G / B 196 / 198 / 200
HEX #C4C6C8



LIGHT GREY



PANTONE PMS 7541 C
C / M / Y / K 13 / 7 / 8 / 0
R / G / B 240 / 241 / 242
HEX #F0F1F2

OFFICIAL BYRDIE COLOURS




PRIMARY

| | | |
|-------|---|---|
| BLACK |  | PANTONE* PMS Solid Coated Black 6 C C / M / Y / K 50 / 40 / 40 / 100 R / G / B 0 / 0 / 0 HEX #000000 |
| WHITE |  | PANTONE Nil (Paper) C / M / Y / K 0 / 0 / 0 / 0 R / G / B 255 / 255 / 255 HEX #FFFFFF |

ACCENT

| | | |
|--------|---|--|
| YELLOW |  | PANTONE* PMS Solid Coated 395 C C / M / Y / K 7 / 4 / 98 / 0 R / G / B 245 / 227 / 23 HEX #F5E317 |
|--------|---|--|



SECONDARY

| | | |
|-------------|--|---|
| BLUE |  | PANTONE* PMS Solid Coated 2098 C C / M / Y / K 88 / 77 / 0 / 0 R / G / B 0 / 0 / 255 HEX #0000FF |
| PEACH |  | PANTONE* PMS Solid Coated 475 C C / M / Y / K 1 / 16 / 19 / 0 R / G / B 250 / 216 / 199 HEX #FAD8C7 |
| ROSE QUARTZ |  | PANTONE* PMS Solid Coated 7604 C C / M / Y / K 6 / 13 / 12 / 0 R / G / B 236 / 219 / 214 HEX #ECDBD6 |

*PANTONE VALUES BASED ON CMYK SPECIFICATION

OFFICIAL MYDOMAINE COLOURS


PRIMARY

| | | |
|-------|---|---|
| BLACK |  | PANTONE* PMS Solid Coated Black 6 C C / M / Y / K 50 / 40 / 40 / 100 R / G / B 0 / 0 / 0 HEX #000000 |
| WHITE |  | PANTONE Nil (Paper) C / M / Y / K 0 / 0 / 0 / 0 R / G / B 255 / 255 / 255 HEX #FFFFFF |

ACCENT

| | | |
|--------|---|--|
| YELLOW |  | PANTONE* PMS Solid Coated 604 C C / M / Y / K 5 / 8 / 97 / 0 R / G / B 246 / 219 / 30 HEX #F6DB1E |
|--------|---|--|

SECONDARY

| | | |
|-----------|--|---|
| NAVY BLUE |  | PANTONE* PMS Solid Coated 533 C C / M / Y / K 87 / 75 / 51 / 57 R / G / B 29 / 40 / 57 HEX #1DZB39 |
| DARK GREY |  | PANTONE* PMS Solid Coated 425 C C / M / Y / K 62 / 54 / 55 / 27 R / G / B 92 / 92 / 90 HEX #5C5C59 |
| GREEN |  | PANTONE* PMS Solid Coated 559 C C / M / Y / K 36 / 13 / 31 / 0 R / G / B 165 / 193 / 179 HEX #A5C1B3 |

*PANTONE VALUES BASED ON CMYK SPECIFICATION

OFFICIAL WHOWHATWEAR COLOURS

PRIMARY

| | | | |
|-------|---|----------------------|----------------------------|
| BLACK |  | PANTONE* | PMS Solid Coated Black 6 C |
| | | C / M / Y / K | 50 / 40 / 40 / 100 |
| | | R / G / B | 0 / 0 / 0 |
| | | HEX | #000000 |


| | | | |
|-------|---|----------------------|--------------------|
| WHITE |  | PANTONE | <i>Nil (Paper)</i> |
| | | C / M / Y / K | 0 / 0 / 0 / 0 |
| | | R / G / B | 255 / 255 / 255 |
| | | HEX | #FFFFFF |

ACCENT


| | | | |
|--------|---|----------------------|-------------------------|
| YELLOW |  | PANTONE* | PMS Solid Coated 3945 C |
| | | C / M / Y / K | 3 / 3 / 97 / 0 |
| | | R / G / B | 255 / 232 / 18 |
| | | HEX | #FFE80F |

SECONDARY

| | | | |
|-------|---|----------------------|------------------------|
| PEACH |  | PANTONE* | PMS Solid Coated 475 C |
| | | C / M / Y / K | 1 / 16 / 19 / 0 |
| | | R / G / B | 250 / 216 / 199 |
| | | HEX | #FAD8C7 |

| | | | |
|------|---|----------------------|--------------------------------|
| GREY |  | PANTONE* | PMS Solid Coated Cool Gray 1 C |
| | | C / M / Y / K | 6 / 7 / 8 / 0 |
| | | R / G / B | 237 / 232 / 228 |
| | | HEX | #EDE8E4 |

| | | | |
|------------|--|----------------------|------------------------|
| LIGHT GREY |  | PANTONE* | PMS Solid Coated 663 C |
| | | C / M / Y / K | 4 / 3 / 3 / 0 |
| | | R / G / B | 241 / 241 / 241 |
| | | HEX | #F1F1F1 |

| | | | |
|-----------|---|----------------------|--------------------------------------|
| OFF-WHITE |  | PANTONE* | (35%) PMS Solid Coated Cool Gray 1 C |
| | | C / M / Y / K | 1 / 2 / 4 / 0 |
| | | R / G / B | 252 / 248 / 242 |
| | | HEX | #FCF8F2 |

*PANTONE VALUES BASED ON CMYK SPECIFICATION

3

TYPOGRAPHY

OFFICIAL ALLURE MEDIA TYPOGRAPHY

PRIMARY

ARIAL FAMILY

REGULAR

| | | | | |
|---|---|---|---|---|
| A | B | C | D | E |
| F | G | H | I | J |
| K | L | M | N | O |
| P | Q | R | S | T |
| U | V | W | X | Y |
| Z | 1 | 2 | 3 | 4 |

BOLD

| | | | | |
|---|---|---|---|---|
| a | b | c | d | e |
| f | g | h | i | j |
| k | l | m | n | o |
| p | q | r | s | t |
| u | v | w | x | y |
| z | 1 | 2 | 3 | 4 |

SECONDARY

HELVETICA NEUE FAMILY

LIGHT

| | | | | |
|---|---|---|---|---|
| A | B | C | D | E |
| F | G | H | I | J |
| K | L | M | N | O |
| P | Q | R | S | T |
| U | V | W | X | Y |
| Z | 1 | 2 | 3 | 4 |

MEDIUM

| | | | | |
|---|---|---|---|---|
| a | b | c | d | e |
| f | g | h | i | j |
| k | l | m | n | o |
| p | q | r | s | t |
| u | v | w | x | y |
| z | 1 | 2 | 3 | 4 |

WOMEN'S

TIMES NEW ROMAN FAMILY*

REGULAR

| | | | | |
|---|---|---|---|---|
| A | B | C | D | E |
| F | G | H | I | J |
| K | L | M | N | O |
| P | Q | R | S | T |
| U | V | W | X | Y |
| Z | 1 | 2 | 3 | 4 |

BOLD ITALIC

| | | | | |
|----------|----------|----------|----------|----------|
| <i>A</i> | <i>B</i> | <i>C</i> | <i>D</i> | <i>E</i> |
| <i>F</i> | <i>G</i> | <i>H</i> | <i>I</i> | <i>J</i> |
| <i>K</i> | <i>L</i> | <i>M</i> | <i>N</i> | <i>O</i> |
| <i>P</i> | <i>Q</i> | <i>R</i> | <i>S</i> | <i>T</i> |
| <i>U</i> | <i>V</i> | <i>W</i> | <i>X</i> | <i>Y</i> |
| <i>Z</i> | <i>1</i> | <i>2</i> | <i>3</i> | <i>4</i> |

*TIMES NEW ROMAN FAMILY ONLY TO BE USED FOR ALLURE WOMEN'S SALES DECKS.

OFFICIAL BUSINESS INSIDER TYPOGRAPHY

PRIMARY

FAKT PRO FAMILY

REGULAR

| | | | | |
|---|---|---|---|---|
| A | B | C | D | E |
| F | G | H | I | J |
| K | L | M | N | O |
| P | Q | R | S | T |
| U | V | W | X | Y |
| Z | 1 | 2 | 3 | 4 |

SEMI BOLD

| | | | | |
|---|---|---|---|---|
| a | b | c | d | e |
| f | g | h | i | j |
| k | l | m | n | o |
| p | q | r | s | t |
| u | v | w | x | y |
| z | 1 | 2 | 3 | 4 |

ALTERNATE

ARIAL FAMILY

REGULAR

| | | | | |
|---|---|---|---|---|
| A | B | C | D | E |
| F | G | H | I | J |
| K | L | M | N | O |
| P | Q | R | S | T |
| U | V | W | X | Y |
| Z | 1 | 2 | 3 | 4 |

BOLD

| | | | | |
|---|---|---|---|---|
| a | b | c | d | e |
| f | g | h | i | j |
| k | l | m | n | o |
| p | q | r | s | t |
| u | v | w | x | y |
| z | 1 | 2 | 3 | 4 |

SECONDARY

GEORGIA

REGULAR

| | | | | |
|---|---|---|---|---|
| A | B | C | D | E |
| F | G | H | I | J |
| K | L | M | N | O |
| P | Q | R | S | T |
| U | V | W | X | Y |
| Z | 1 | 2 | 3 | 4 |

BOLD

| | | | | |
|---|---|---|---|---|
| a | b | c | d | e |
| f | g | h | i | j |
| k | l | m | n | o |
| p | q | r | s | t |
| u | v | w | x | y |
| z | 1 | 2 | 3 | 4 |

OFFICIAL TECH TYPOGRAPHY

PRIMARY

ARIAL FAMILY

REGULAR

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| A | B | C | D | E | a | b | c | d | e |
| F | G | H | I | J | f | g | h | i | j |
| K | L | M | N | O | k | l | m | n | o |
| P | Q | R | S | T | p | q | r | s | t |
| U | V | W | X | Y | u | v | w | x | y |
| Z | 1 | 2 | 3 | 4 | z | 1 | 2 | 3 | 4 |

BOLD

SECONDARY

HELVETICA NEUE FAMILY

LIGHT

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| A | B | C | D | E | a | b | c | d | e |
| F | G | H | I | J | f | g | h | i | j |
| K | L | M | N | O | k | l | m | n | o |
| P | Q | R | S | T | p | q | r | s | t |
| U | V | W | X | Y | u | v | w | x | y |
| Z | 1 | 2 | 3 | 4 | z | 1 | 2 | 3 | 4 |

MEDIUM

OFFICIAL POPSUGAR TYPOGRAPHY

PRIMARY

TEXTA FAMILY

REGULAR

| | | | | |
|---|---|---|---|---|
| A | B | C | D | E |
| F | G | H | I | J |
| K | L | M | N | O |
| P | Q | R | S | T |
| U | V | W | X | Y |
| Z | 1 | 2 | 3 | 4 |

BOLD

| | | | | |
|---|---|---|---|---|
| a | b | c | d | e |
| f | g | h | i | j |
| k | l | m | n | o |
| p | q | r | s | t |
| u | v | w | x | y |
| z | 1 | 2 | 3 | 4 |

ALTERNATE

BODONI 72

BOOK

| | | | | |
|---|---|---|---|---|
| A | B | C | D | E |
| F | G | H | I | J |
| K | L | M | N | O |
| P | Q | R | S | T |
| U | V | W | X | Y |
| Z | 1 | 2 | 3 | 4 |

| | | | | |
|---|---|---|---|---|
| a | b | c | d | e |
| f | g | h | i | j |
| k | l | m | n | o |
| p | q | r | s | t |
| u | v | w | x | y |
| z | 1 | 2 | 3 | 4 |

SECONDARY

SAVOY FAMILY

ROMAN

| | | | | |
|---|---|---|---|---|
| A | B | C | D | E |
| F | G | H | I | J |
| K | L | M | N | O |
| P | Q | R | S | T |
| U | V | W | X | Y |
| Z | 1 | 2 | 3 | 4 |

BOLD

| | | | | |
|---|---|---|---|---|
| a | b | c | d | e |
| f | g | h | i | j |
| k | l | m | n | o |
| p | q | r | s | t |
| u | v | w | x | y |
| z | 1 | 2 | 3 | 4 |

ITALIC

| | | | | |
|---|---|---|---|---|
| A | B | C | D | E |
| F | G | H | I | J |
| K | L | M | N | O |
| P | Q | R | S | T |
| U | V | W | X | Y |
| Z | 1 | 2 | 3 | 4 |

NOTE: TIMES NEW ROMAN FAMILY ONLY TO BE USED IN ALLURE WOMENS SALES DECKS

OFFICIAL SHOPSTYLE TYPOGRAPHY

PRIMARY

AVENIR NEXT FAMILY

REGULAR

| | | | | |
|---|---|---|---|---|
| A | B | C | D | E |
| F | G | H | I | J |
| K | L | M | N | O |
| P | Q | R | S | T |
| U | V | W | X | Y |
| Z | 1 | 2 | 3 | 4 |

BOLD

| | | | | |
|---|---|---|---|---|
| a | b | c | d | e |
| f | g | h | i | j |
| k | l | m | n | o |
| p | q | r | s | t |
| u | v | w | x | y |
| z | 1 | 2 | 3 | 4 |

AVENIR LT STD 65 MEDIUM

MEDIUM

| | | | | |
|---|---|---|---|---|
| A | B | C | D | E |
| F | G | H | I | J |
| K | L | M | N | O |
| P | Q | R | S | T |
| U | V | W | X | Y |
| Z | 1 | 2 | 3 | 4 |

ALTERNATE

DIDOT FAMILY

REGULAR

| | | | | |
|---|---|---|---|---|
| A | B | C | D | E |
| F | G | H | I | J |
| K | L | M | N | O |
| P | Q | R | S | T |
| U | V | W | X | Y |
| Z | 1 | 2 | 3 | 4 |

ITALIC

| | | | | |
|----------|----------|----------|----------|----------|
| <i>a</i> | <i>b</i> | <i>c</i> | <i>d</i> | <i>e</i> |
| <i>f</i> | <i>g</i> | <i>h</i> | <i>i</i> | <i>j</i> |
| <i>k</i> | <i>l</i> | <i>m</i> | <i>n</i> | <i>o</i> |
| <i>p</i> | <i>q</i> | <i>r</i> | <i>s</i> | <i>t</i> |
| <i>u</i> | <i>v</i> | <i>w</i> | <i>x</i> | <i>y</i> |
| <i>z</i> | <i>1</i> | <i>2</i> | <i>3</i> | <i>4</i> |

NOTE: TIMES NEW ROMAN FAMILY ONLY TO BE USED IN ALLURE WOMENS SALES DECKS

BYRDIE

OFFICIAL BYRDIE TYPOGRAPHY

PRIMARY

FUTURA FAMILY

REGULAR

A B C D E
F G H I J
K L M N O

BOLD

p q r s t
u v w x y
z 1 2 3 4

NEUTRA FAMILY

REGULAR

A B C D E
F G H I J
K L M N O

BOLD

P Q R S T
U V W X Y
Z 1 2 3 4

CENTURY GOTHIC FAMILY

MEDIUM

A B C D E
F G H I J
K L M N O

BOLD

p q r s t
u v w x y
z 1 2 3 4

SECONDARY

LIBRE BASKERVILLE

A B C D E F G H I
J K L M N O Q R S
T U V W X Y Z

BAUER BODONI BLACK

A B C D E F G H I
J K L M N O Q R S
T U V W X Y Z

CASLON

A B C D E F G H I
J K L M N O Q R S
T U V W X Y Z

NOTE: TIMES NEW ROMAN FAMILY ONLY TO BE USED IN ALLURE WOMENS SALES DECKS

OFFICIAL MYDOMAINE TYPOGRAPHY

PRIMARY

FRONTAGE FAMILY

REGULAR

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| A | B | C | D | E | U | V | W | X | Y |
| F | G | H | I | J | Z | 1 | 2 | 3 | 4 |

BOLD

BRANDON GROTESQUE FAMILY

REGULAR

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| A | B | C | D | E | u | v | w | x | y |
| F | G | H | I | J | z | 1 | 2 | 3 | 4 |

BLACK

KLINIC FAMILY

LIGHT

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| A | B | C | D | E | u | v | w | x | y |
| F | G | H | I | J | z | 1 | 2 | 3 | 4 |

BOLD

BEBAS FAMILY

LIGHT

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| A | B | C | D | E | U | V | W | X | Y |
| F | G | H | I | J | Z | 1 | 2 | 3 | 4 |

BOLD

SECONDARY

DIDOT

| | | | | | | | | |
|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <i>A</i> | <i>B</i> | <i>C</i> | <i>D</i> | <i>E</i> | <i>F</i> | <i>G</i> | <i>H</i> | <i>I</i> |
| <i>J</i> | <i>K</i> | <i>L</i> | <i>M</i> | <i>N</i> | <i>O</i> | <i>Q</i> | <i>R</i> | <i>S</i> |
| <i>T</i> | <i>U</i> | <i>V</i> | <i>W</i> | <i>X</i> | <i>Y</i> | <i>Z</i> | | |

BAUER BODONI BLACK

| | | | | | | | | |
|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <i>A</i> | <i>B</i> | <i>C</i> | <i>D</i> | <i>E</i> | <i>F</i> | <i>G</i> | <i>H</i> | <i>I</i> |
| <i>J</i> | <i>K</i> | <i>L</i> | <i>M</i> | <i>N</i> | <i>O</i> | <i>Q</i> | <i>R</i> | <i>S</i> |
| <i>T</i> | <i>U</i> | <i>V</i> | <i>W</i> | <i>X</i> | <i>Y</i> | <i>Z</i> | | |

DROID SERIF

| | | | | | | | | |
|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <i>A</i> | <i>B</i> | <i>C</i> | <i>D</i> | <i>E</i> | <i>F</i> | <i>G</i> | <i>H</i> | <i>I</i> |
| <i>J</i> | <i>K</i> | <i>L</i> | <i>M</i> | <i>N</i> | <i>O</i> | <i>Q</i> | <i>R</i> | <i>S</i> |
| <i>T</i> | <i>U</i> | <i>V</i> | <i>W</i> | <i>X</i> | <i>Y</i> | <i>Z</i> | | |

NOTE: TIMES NEW ROMAN FAMILY ONLY TO BE USED IN ALLURE WOMENS SALES DECKS

OFFICIAL WHOWHATWEAR TYPOGRAPHY

PRIMARY

GOTHAM FAMILY

REGULAR

| | | | | | | | | | |
|---|---|---|---|---|----------|----------|----------|----------|----------|
| A | B | C | D | E | u | v | w | x | y |
| F | G | H | I | J | z | 1 | 2 | 3 | 4 |

BOLD

BRANDON GROTESQUE FAMILY

REGULAR

| | | | | | | | | | |
|---|---|---|---|---|----------|----------|----------|----------|----------|
| A | B | C | D | E | u | v | w | x | y |
| F | G | H | I | J | z | 1 | 2 | 3 | 4 |

BLACK

FUTURA FAMILY

REGULAR

| | | | | | | | | | |
|---|---|---|---|---|----------|----------|----------|----------|----------|
| A | B | C | D | E | u | v | w | x | y |
| F | G | H | I | J | z | 1 | 2 | 3 | 4 |

BOLD

NEUTRA FAMILY

REGULAR

| | | | | | | | | | |
|---|---|---|---|---|----------|----------|----------|----------|----------|
| A | B | C | D | E | U | V | W | X | Y |
| F | G | H | I | J | Z | 1 | 2 | 3 | 4 |

BOLD

SECONDARY

DIDOT

| | | | | | | | | |
|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <i>A</i> | <i>B</i> | <i>C</i> | <i>D</i> | <i>E</i> | <i>F</i> | <i>G</i> | <i>H</i> | <i>I</i> |
| <i>J</i> | <i>K</i> | <i>L</i> | <i>M</i> | <i>N</i> | <i>O</i> | <i>Q</i> | <i>R</i> | <i>S</i> |

LIBRE BASKERVILLE

| | | | | | | | | |
|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <i>A</i> | <i>B</i> | <i>C</i> | <i>D</i> | <i>E</i> | <i>F</i> | <i>G</i> | <i>H</i> | <i>I</i> |
| <i>J</i> | <i>K</i> | <i>L</i> | <i>M</i> | <i>N</i> | <i>O</i> | <i>Q</i> | <i>R</i> | <i>S</i> |

DROID SERIF

| | | | | | | | | |
|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <i>A</i> | <i>B</i> | <i>C</i> | <i>D</i> | <i>E</i> | <i>F</i> | <i>G</i> | <i>H</i> | <i>I</i> |
| <i>J</i> | <i>K</i> | <i>L</i> | <i>M</i> | <i>N</i> | <i>O</i> | <i>Q</i> | <i>R</i> | <i>S</i> |

MRS EAVES

| | | | | | | | | |
|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <i>A</i> | <i>B</i> | <i>C</i> | <i>D</i> | <i>E</i> | <i>F</i> | <i>G</i> | <i>H</i> | <i>I</i> |
| <i>J</i> | <i>K</i> | <i>L</i> | <i>M</i> | <i>N</i> | <i>O</i> | <i>Q</i> | <i>R</i> | <i>S</i> |

NOTE: TIMES NEW ROMAN FAMILY ONLY TO BE USED IN ALLURE WOMENS SALES DECKS