

# Ironclad® Brand Guidelines

## Reference Sheet



HEX# FFF100  
PANTONE P PROCESS YELLOW C  
C:0 M:0 Y:100 K:0  
R: 255 G:245 B:0

HEX# 2B2B2B  
PANTONE NEUTRAL BLACK C  
C:70.7 M:63.68 Y:64.24 K:65.75  
R: 43 G:43 B:43

HEX# 585B60  
PANTONE 425 C  
C:65.22 M:55.7 Y:49.96 K:24.97  
R: 88 G:91 B:96

HEX# 686868  
PANTONE COOL GRAY 10 C  
C:59.11 M:50.7 Y:49.96 K:24.97  
R: 104 G:104 B:104

HEX# 9FA0A1  
PANTONE 422 C  
C:40.26 M:32.25 Y:32.22 K:0.38  
R: 160 G:161 B:163

HEX# CECECD  
PANTONE COOL GRAY 2 C  
C:18.41 M:14.06 Y:15.25 K:0  
R: 206 G:206 B:205

**PLEASE NOTE:**  
HEX Code used for web.  
CMYK used for print collateral.  
PANTONE used for print on fabric and dyes.

Horizontal line - teko font

**HEADER 1** (Strait)

**HEADER 2** (PT Sans BOLD)

Header 3 (PT Sans)

Header 4 (PT Sans NARROW)

Horizontal line - teko font

**KONG®**

### Ironclad Font Family

- Strait
- PT Sans
- PT Sans Bold**
- PT Sans Italic*
- PT Sans Bold Italic***
- PT Sans Narrow
- PT Sans Narrow Bold**
- PT Serif Caption
- PT Serif Caption Italic*

Black Plate (HEX# 2B2B2B) w/ Black Fill (HEX# 2B2B2B) & Black Anchor Logo



Yellow Plate (HEX# FFF100) w/ Black Fill (HEX# 2B2B2B)



Yellow Plate (HEX# FFF100) w/ Black Fill (HEX# 2B2B2B) & White Anchor Logo



Yellow Plate (HEX# FFF100) w/ Black Fill (HEX# 2B2B2B)



Yellow Plate (HEX# FFF100) w/ Transparent Fill & Yellow Anchor Logo



Yellow Plate (HEX# FFF100) w/ Transparent Fill



Black Plate (HEX# 2B2B2B) w/ Yellow Fill (HEX# FFF100) & Black Anchor Logo



Black Plate (HEX# 2B2B2B) w/ Yellow Fill (HEX# FFF100)



Black Plate (HEX# 2B2B2B) w/ Transparent Fill & Black Anchor Logo



Black Plate (HEX# 2B2B2B) w/ Transparent Fill



White Plate (HEX# FFFFFFF) w/ Transparent Fill & White Anchor Logo



White Plate (HEX# FFFFFFF) w/ Transparent Fill



Black Plate (HEX# 2B2B2B) w/ Yellow Fill (HEX# FFF100) & Black Anchor Logo



Black Plate (HEX# 2B2B2B) w/ Yellow Fill (HEX# FFF100)



Black Plate (HEX# 2B2B2B) w/ Transparent Fill & Black Anchor Logo



Black Plate (HEX# 2B2B2B) w/ Transparent Fill

