

THE  
***ATTENTION***  
AGENCY



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AGENCY

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AGENCY

**BRAND GUIDELINES**  
MAY 2020

**HERO LOGO**

For use on dark backgrounds and images

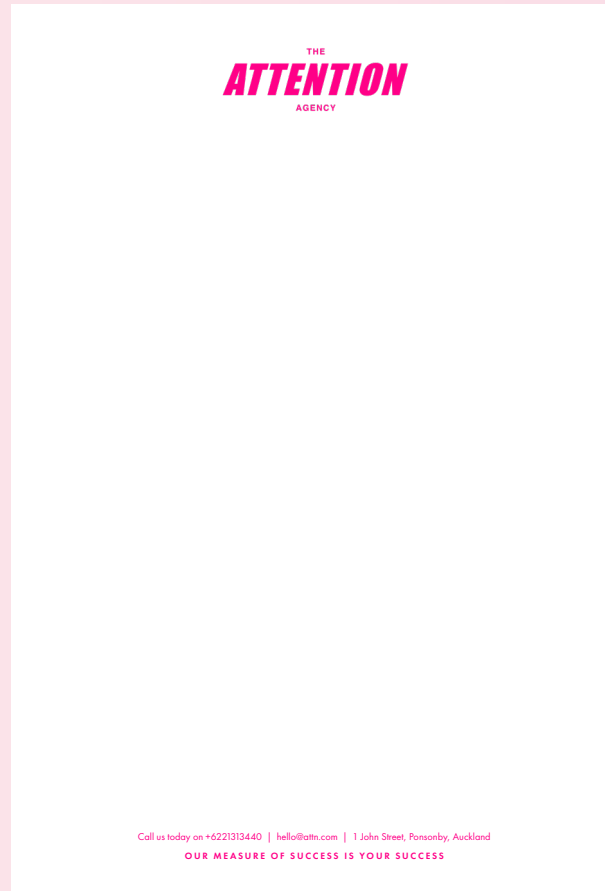


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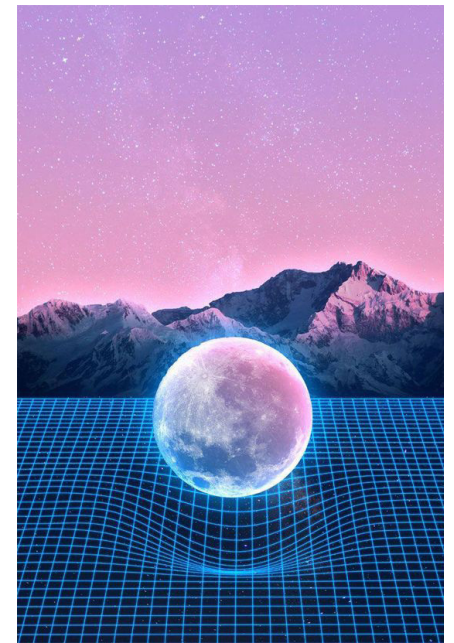
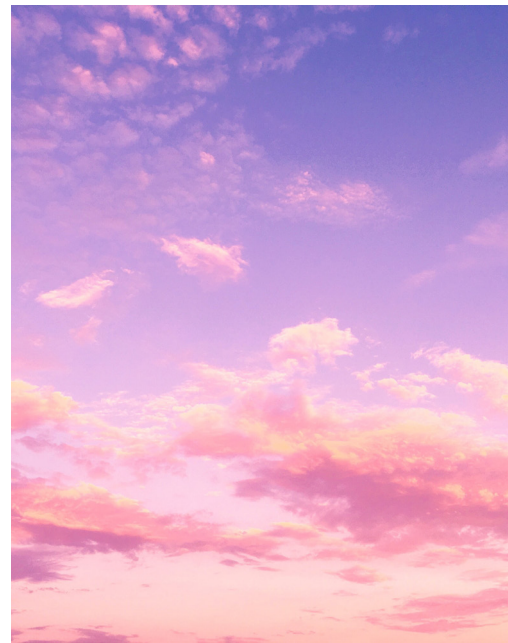
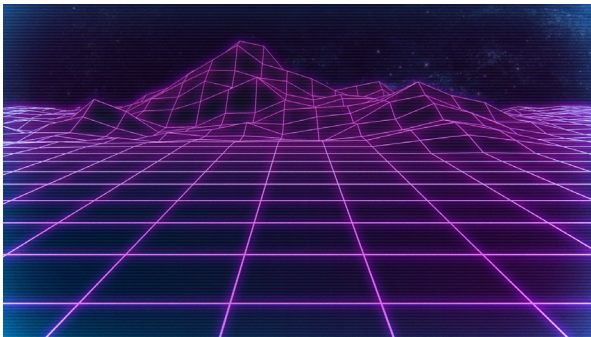
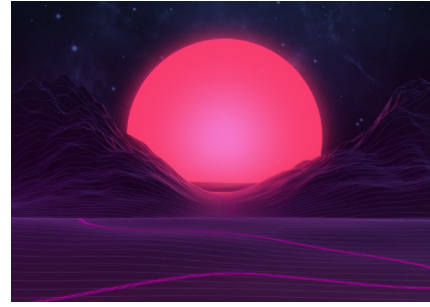
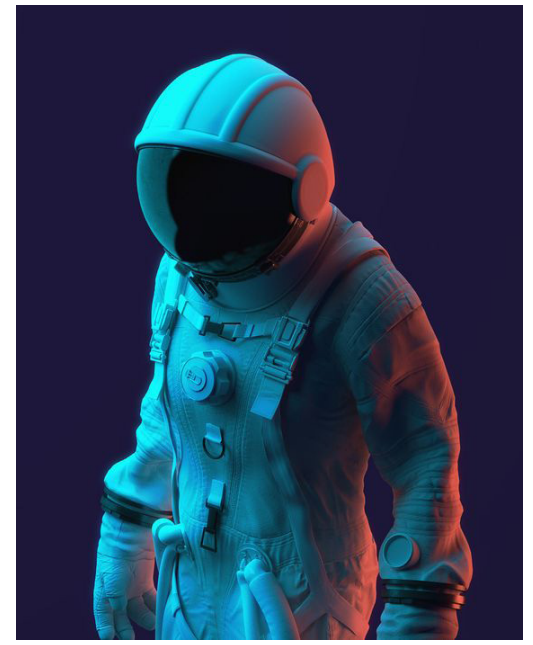
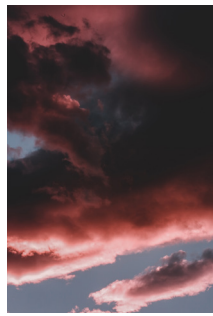
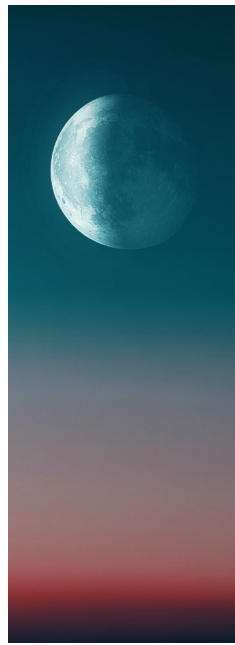
HERO

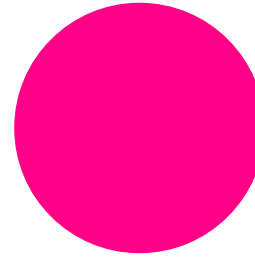
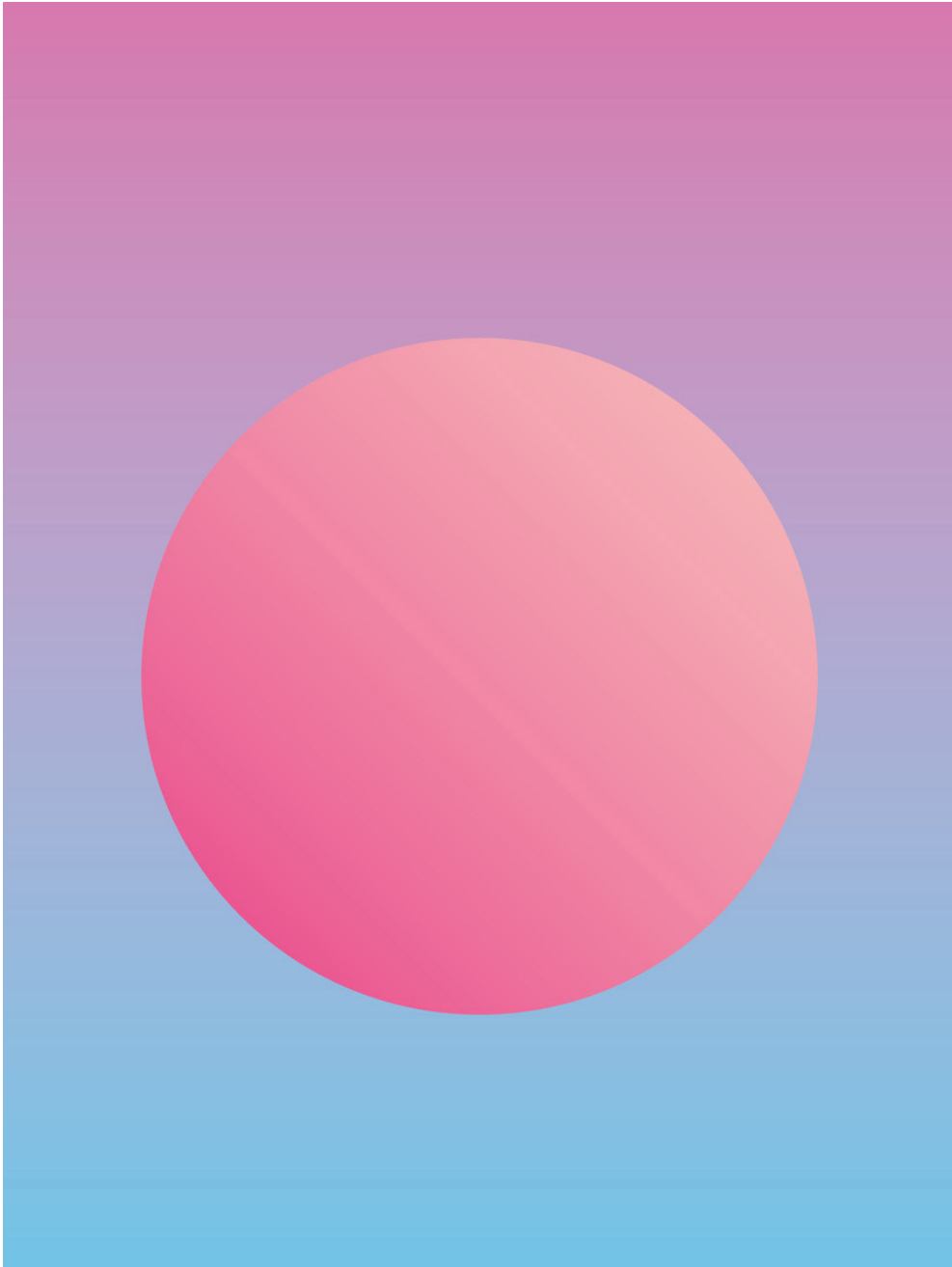


SECONDARY (SMALL FORM / ON WHITE)

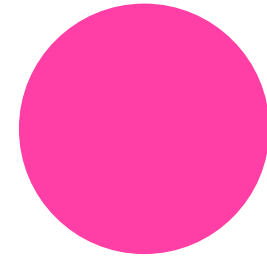


DESIGN ELEMENT

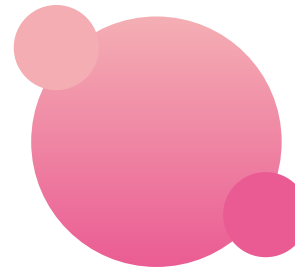




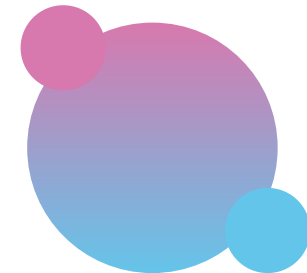
**ATTN Pink**  
RGB 255, 0, 135  
HEX #ff0087  
CMYK 0, 100, 0, 0  
Pantone 213C



**Pink on black**  
RGB 255, 63, 166  
HEX #ff3fa6  
CMYK 0, 100, 0, 0  
Pantone 806C

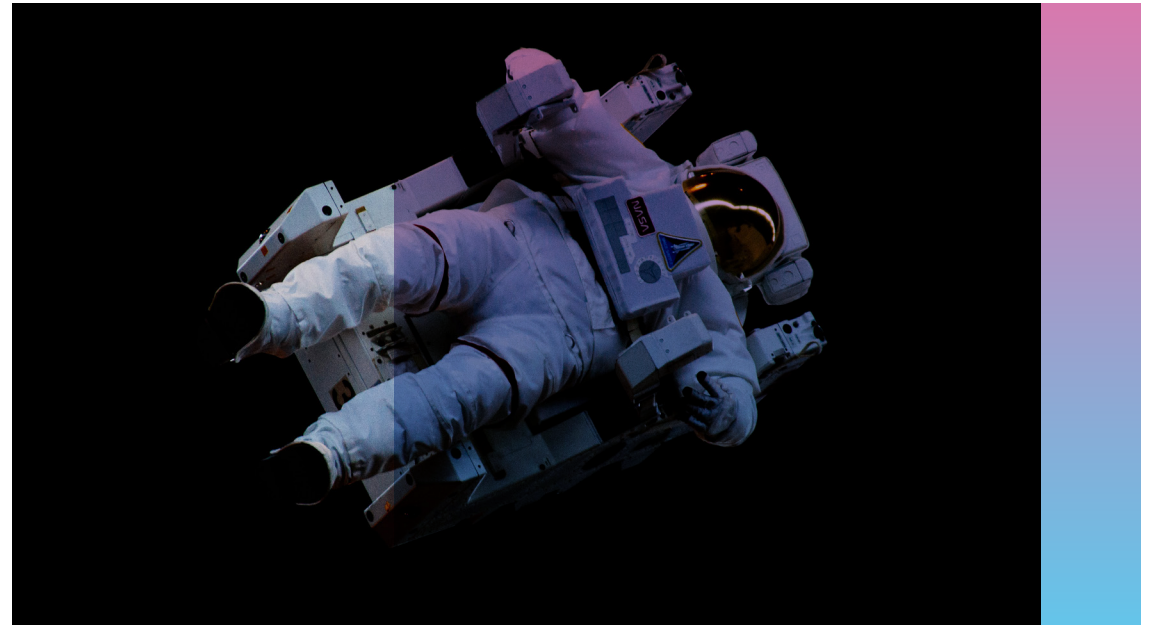


**Gradient Pink**  
RGB 244, 173, 179  
RGB 234, 91, 147  
CMYK 0, 29, 40, 4  
CMYK 0, 61, 37, 8



**Gradient Purple**  
RGB 215, 121, 174  
RGB 99, 197, 234  
CMYK 0, 44, 19, 16  
CMYK 58, 16, 0, 8







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LOGO FONT  
**IMPACT SKEW 12**

THE ATTENTION AGENCY

TAGLINE FONT  
**FUTURA DEMI**

Hi There

BODY COPY  
Futura

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**Book**

Font size: 8pt Leading: 12pt  
Tacking 20

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**Medium**

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**Demi**

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**Heavy**

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**Bold**

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