

IDENTITY GUIDELINE

PRIMARY LOGO

MUSKOX

SECONDARY LOGOS

MUSKOX

MUSKOX SNOWBLOWERS
(THAT BACKDRAG)

MUSKOX
SNOWBLOWERS (THAT BACKDRAG)

TYPOGRAPHY

HEADINGS

Roboto bold

Roboto thin

BODY

Open sans

ICON



ABSTRACT MARK



ACCENT PIECE



COLORS



C: 6 R: 255
M: 0 G: 255
Y: 97 B: 0
K: 0 #FFFF00

NEAREST PANTONE: 3945 C



C: 73 R: 26
M: 67 G: 26
Y: 65 B: 26
K: 78 #1A1A1A

NEAREST PANTONE: BLACK C