



JW

JORDAN WIRSZ

LOGOS

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COLORS

RICH BLACK

HEX 000000
RGB 0, 0, 0
CMYK 75, 68, 67, 90

CHARCOAL

HEX 414141
RGB 65, 65, 65
CMYK 68, 61, 60, 47

TIN

HEX 7F7F7F
RGB 127, 127, 127
CMYK 52, 43, 43, 8

X11 GRAY

HEX BFBFBF
RGB 191, 191, 191
CMYK 25, 20, 20, 0

TYPOGRAPHY

Aa
Gotham
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 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
0 1 2 3 4 5 6 7 8 9

Aa
Gotham
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 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
0 1 2 3 4 5 6 7 8 9

Aa
Gotham
Light

Aa
Gotham
Book

Aa
Gotham
Medium

Aa
Gotham
Bold

Aa
Gotham
Black