



BEARISH STYLE GUIDE

COLORS

LINEWORK

40251E

PRIMARY

BLACK

ALT ART

PRIMARY COLORS

92C3E8

74C480

ADDITIONAL COLORS

859DFF

FFC078

FF82AD

E36F6F

FEC091

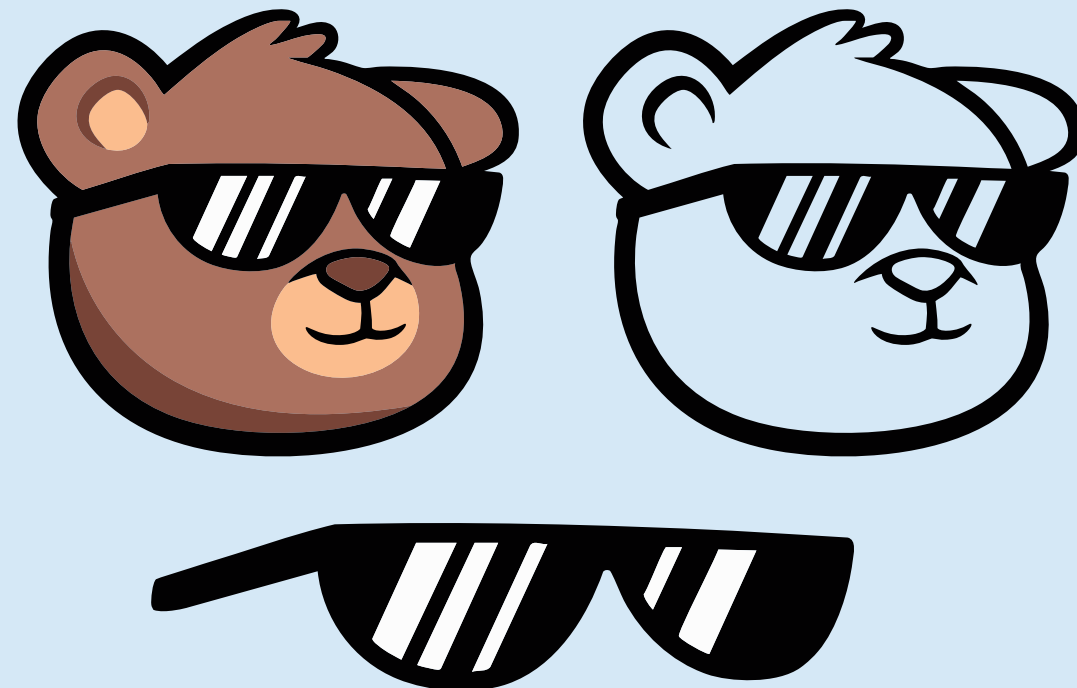
CF8D6F

A66959

784437

LOGOS

ICONS



WORDMARK

BEARISH

BEARISH

FONTS

HEADER FONT

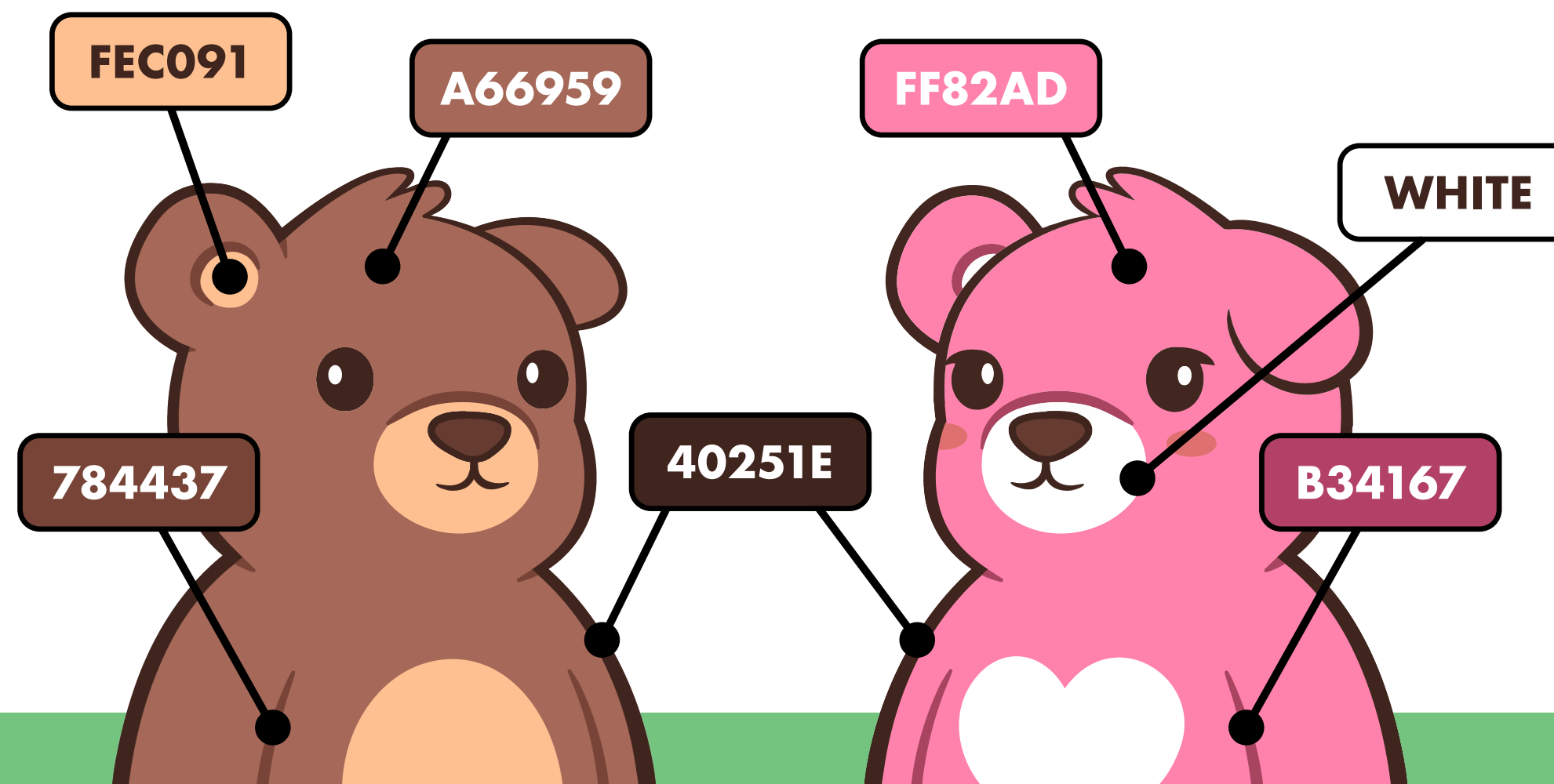
LUCKIEST GUY

BODY/ALTERNATIVE FONTS

Futura

Avenir

MALE AND FEMALE BEARS



GRAPHICS

BLUE BERRY



RED BERRY

