

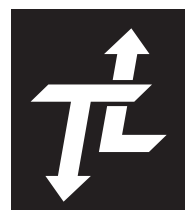
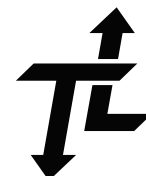
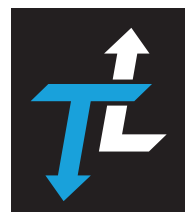
TONKA LIFT BRAND IDENTITY

HORIZONTAL LOGO



VERTICAL LOGO

ICON



TYPEFACES

MONTSERRAT BOLD

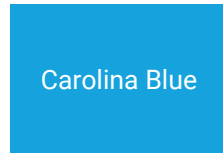
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**
1234567890

MONTSERRAT REGULAR

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**
1234567890

COLOR PALETTE

MAIN



Carolina Blue

PANTONE 2191 C
C75 M11 Y0 K0
R0 G163 B225
Hex #00A3E1



Oxford Blue

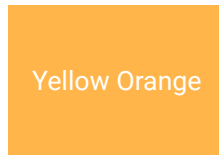
PANTONE 289 C
C100 M66 Y0 K76
R12 G35 B64
Hex #0C2340

ACCENTS



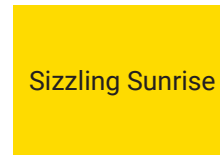
Vivid Sky Blue

PANTONE 2985 C
C58 M0 Y0 K0
R91 G194 B231
Hex #5BC2E7



Yellow Orange

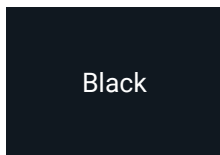
PANTONE 1365 C
C0 M28 Y79 K0
R255 G181 B73
Hex #FFB549



Sizzling Sunrise

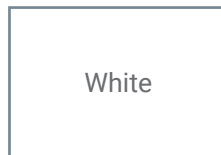
PANTONE 108 C
C0 M2 Y99 K0
R254 G219 B0
Hex #FEDB00

NEUTRALS



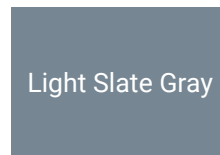
Black

PANTONE BLACK 6 C
C100 M61 Y32 K96
R16 G24 B32
Hex #101820



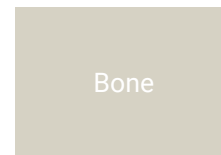
White

WHITE
C0 M0 Y0 K0
R256 G256 B256
Hex #FFFFFF



Light Slate Gray

PANTONE 7544 C
C53 M34 Y22 K10
R118 G134 B146
Hex #768692



Bone

PANTONE 7527 C
C12 M10 Y14 K0
R214 G210 B196
Hex #D6D2C4