



BRAND KIT

PRIMARY LOGOS • SECONDARY LOGOS • BRAND COLORS • BRAND TYPOGRAPHY

PRIMARY LOGO



PRIMARY LOGO - LIGHT



HORIZONTAL LOGO - DARK



HORIZONTAL LOGO - LIGHT



LIGHT COLOR VARIATIONS



HOKA
**NORTHERN
ARIZONA ELITE**



HOKA
**NORTHERN
ARIZONA ELITE**

SINGLE COLOR VARIATIONS



HOKA
**NORTHERN
ARIZONA ELITE**

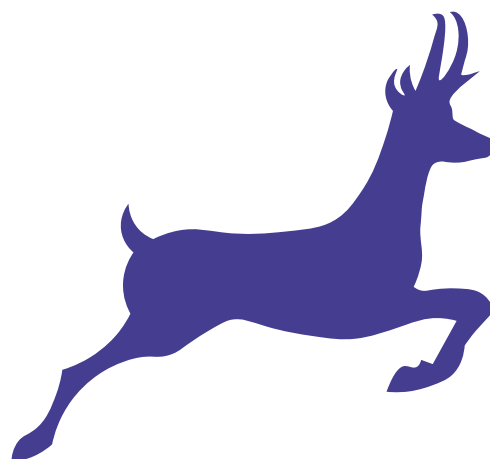


HOKA
**NORTHERN
ARIZONA ELITE**

SINGLE COLOR VARIATIONS



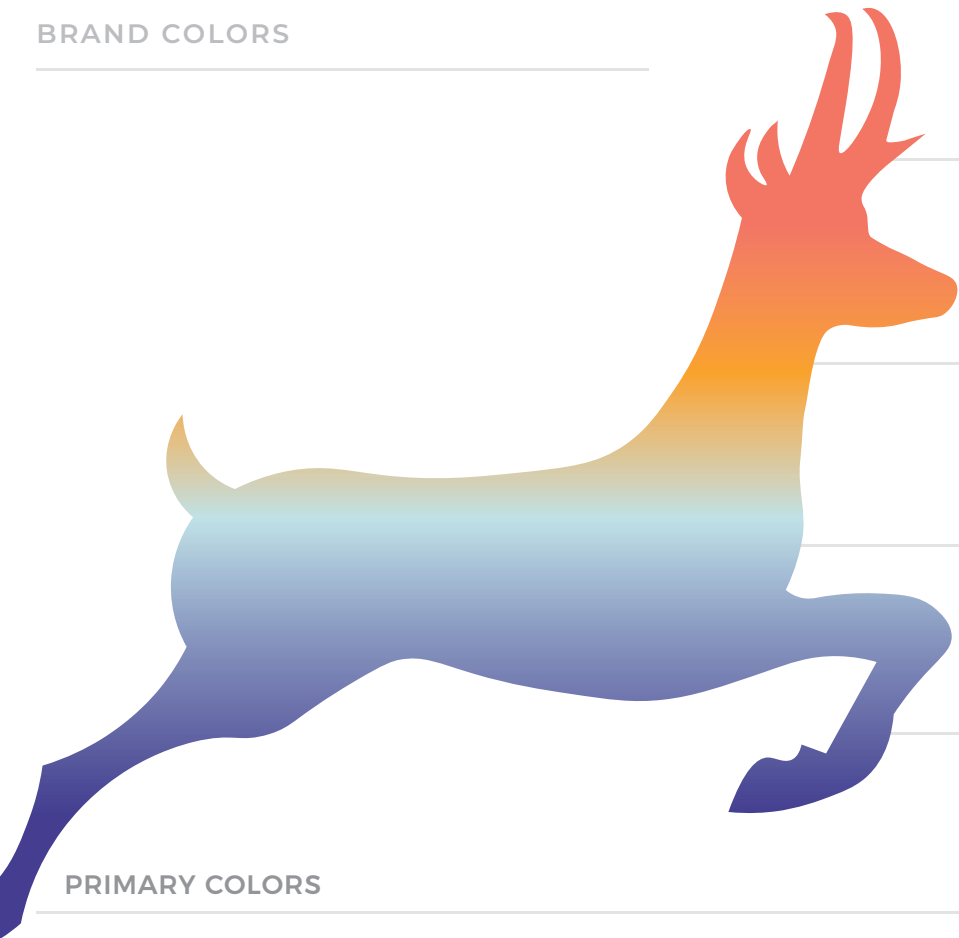
ICONS



PEAK



BRAND COLORS



GRADIENT



Pink
#f37666
C0 M67 Y57 K0
R243 G118 B102



Orange
#f29e30
C2 M43 Y92 K0
R242 G158 B48



Light Blue
#bcdce2
C25 M4 Y9 K0
R188 G220 B226



Blue
#443D8F
C89 M91 Y7 K1
R68 G61 B143

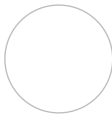
PRIMARY COLORS



Orange
#f29e30
C2 M43 Y92 K0
R242 G158 B48



Blue
#443D8F
C89 M91 Y7 K1
R68 G61 B143



White
#FFFFFF
C0 M0 Y0 K0
R255 G255 B255 A100



Black
#000000
C0 M0 Y0 K100
R0 G0 B0 A0

BRAND TYPOGRAPHY

HEADINGS & TITLES

Futura Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()/'

Raleway Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!#\$%^&*()/'

BODY TEXT

Futura Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()/'

Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()/'