50%

Pantone 485 C
CMYK: 0% - 95% - 100% - 0% | RGB: 218-41-28 | HEX: #E1251B

20%

Pantone Black C
CMYK: 67% - 64% -67 % - 67%
RGB: 45-42-38
HEX: #2D2A26

20%

Pantone 7527 C
50% OPACITY
CMYK: 17% - 15% - 18% - 2%
RGB: 206-199-183
HEX: #CEC7B7

10%

Pantone 871 C (Gold)
CMYK: 32% - 47% - 100% - 11%
RGB: 165-125-44
HEX: #A18347

Used for all body text/copy, titles and Subtitles.
It can be used in variations of: Regular, *Italic* and **Bold.**

D—DIN

Aa *Aa* **Aa**
Regular *Regular Italic* **Bold**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890 1234567890
&@#$%^}|~!?<":}

Used for Slogans, Titles, to highlight texts *(can mix with D-DIN).*
This typeface has accents; the words must be accented even if the characters are in upper case.

HUDSON NY

A **HUDSON NY-REGULAR**

A **HUDSON NY-PRESS**

AABBCCDDEEFFGGHHIIJJKKLLMMNNOO
PPQQRRSSTTUUVVWWXXYYZZ
1234567890 1234567890
&@#$%^}| ~!?<":}

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PATTERN