

# PUMPHOUSE

HISTORY *in* MOTION

## Style Guide

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### Logo Colours:



#298FC2



#003B5C

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### Secondary Colours:



#E03C31



#78BE20



#772583



#41B6E6

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### On the Move Colours:



#FBD306



#A3CD39



#F15B47



#21409A



#0FB6C3

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**Objective:** Get people in the door.

**Timeline:** April 2022 - November 2022

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### Fonts

Montserrat

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# MAY



#298FC2



#003B5C



#78BE20



#FBD306

Logo:

**PUMPHOUSE**  
HISTORY *in* MOTION

Objective: Get people in the door.

Theme: Grand opening/start of programs.

Inspiration:



# JUNE



#FBD306



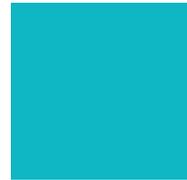
#A3CD39



#F15B47



#21409A



#0FB6C3

Logo:

**PUMPHOUSE**  
HISTORY *in* MOTION

Objective: Get people in the door.

Theme: Locally-loved, summer lovin', and pride.

Inspiration:



# JULY

# PUMPHOUSE

HISTORY *in* MOTION



#298FC2



#003B5C



#41B6E6



#21409A

Logo:

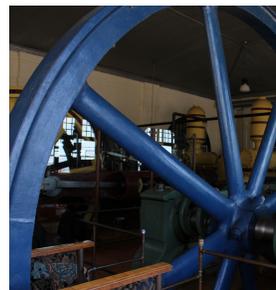
# PUMPHOUSE

HISTORY *in* MOTION

Objective: Get people in the door.

Theme: Get outside, get in the community, and staycation.

Inspiration:



# AUGUST

**PUMPHOUSE**  
HISTORY *in* MOTION



#298FC2



#003B5C



#78BE20



#F15B47

Logo:

**PUMPHOUSE**  
HISTORY *in* MOTION

Objective: Get people in the door.

Theme: Fun with family, end of summer holiday.

Inspiration:



SEPTEMBER

**PUMPHOUSE**

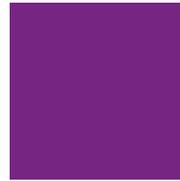
HISTORY *in* MOTION



#298FC2



#003B5C



#772583



#A3CD39

Logo:

**PUMPHOUSE**  
HISTORY *in* MOTION

Objective: Get people in the door.

Theme: Back to school and hello fall.

Inspiration:



# OCTOBER

# PUMPHOUSE

HISTORY *in* MOTION



#298FC2



#003B5C



#E03C31



#303030

Logo:

# PUMPHOUSE

HISTORY *in* MOTION

Objective: Get people in the door.

Theme: Autumn is here, education continues.

Inspiration:



# NOVEMBER

# PUMPHOUSE

HISTORY *in* MOTION



#298FC2



#003B5C



#41B6E6



#F15B47

Logo:

# PUMPHOUSE

HISTORY *in* MOTION

Objective: Get people in the door.

Theme: Last chance!

Inspiration:

