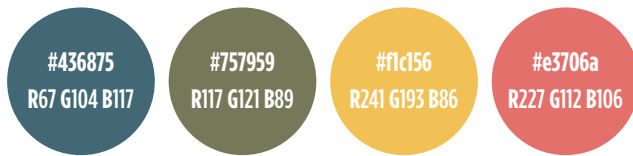


## COLORS



Tinted Color Palette



Black and White



Warm Gray 11



Standard Color Palette



(this palette is for use with "formal" #wildcatsupport slides only)

## FONTS

Bright vixens jump; dozy fowl quack.  
*Bright vixens jump; dozy fowl quack.*

Bright vixens jump; dozy fowl quack.  
*Bright vixens jump; dozy fowl quack.*

ROBOTO & ROBOTO CONDENSED (shown in Regular and Regular Italic)

1 2 3 4 5 6 7 8 9 10

PLAYFAIR DISPLAY BLACK  
(for use ONLY in date numbers for Wildcat Weekly events)

Bright vixens jump; dozy fowl quack.  
*Bright vixens jump; dozy fowl quack.*

LORA (shown in Regular and Regular Italic)

## NOTES

### WILDCAT WEEKLY COVERS

1. Convert photograph to grayscale (Edit Image> Filter> "Grayscale")
2. Place colored rectangle with transparency of 70% over photograph.
3. General guidelines for overlay colors:
  - Blue on photos with a lot of blue (sky, water)
  - Green on photos with a lot of green (trees, landscapes)
  - Gray on photos with limited colors and inanimate objects (buildings, statues)
  - Warm colors (terra cotta, yellow and gradient) on any photo with enough contrast; use ONLY these for people's faces