INTRODUCTION

Erupt is all about intensity. Erupt is synonymous with the intense feeling of motivation you experience just before attempting a personal record. We’re a fitness supplement company and we’re here to take you to the next level.

This document has been prepared to inform other companies and designers on how to properly use the Erupt Identity.

COLOR PALETTE

RGB
#000000
CMYK
C0 M0 Y0 K100
Pantone
Pantone black c

RGB
#808284
CMYK
C0 M0 Y0 K60
Pantone
Pantone cool gray 8 c

RGB
#FFFFFF
CMYK
C0 M0 Y0 K0
Pantone
Pantone white c

TYPEFACE

MYRIAD PRO CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ