

COLOR PALETTE
PRIMARY

BLACK



WHITE



LOGO

B2C

B2B



TYPOGRAPHY

GRAPHIK

THE BRONX STATEN ISLAND MANHATTAN BROOKLYN QUEENS
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SECONDARY

TAXI YELLOW



COFFEE CUP BLUE



FERRY ORANGE



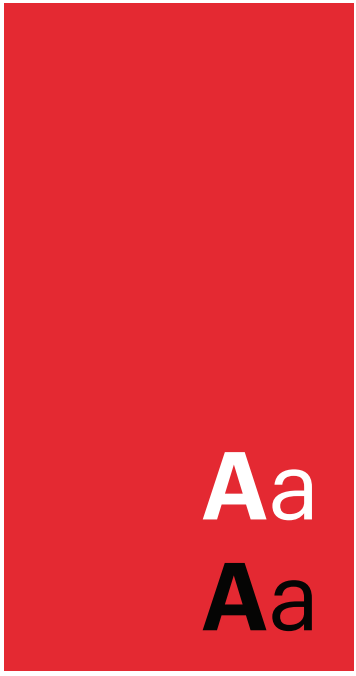
SUBWAY GREEN



SIDEWALK GREY

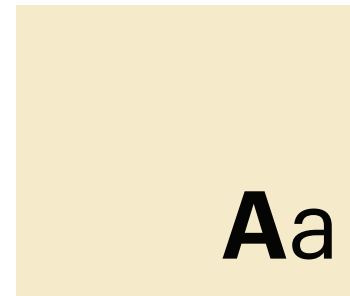


THANK YOU RED

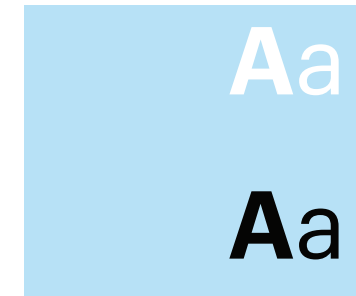


TERTIARY

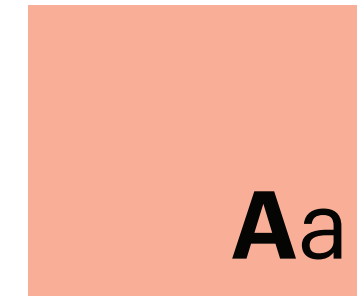
ROCKAWAY SAND



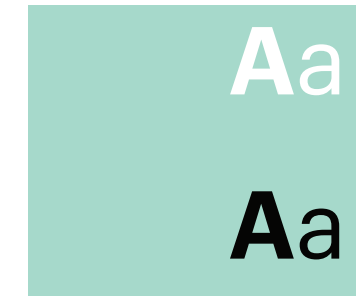
SKYLINE BLUE



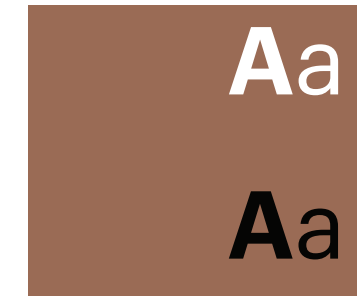
LOX PINK



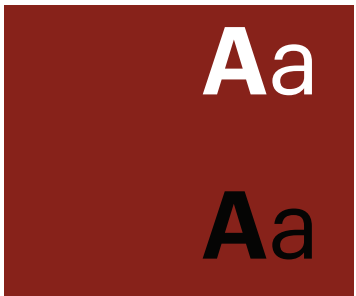
LIBERTY GREEN



BROWNSTONE

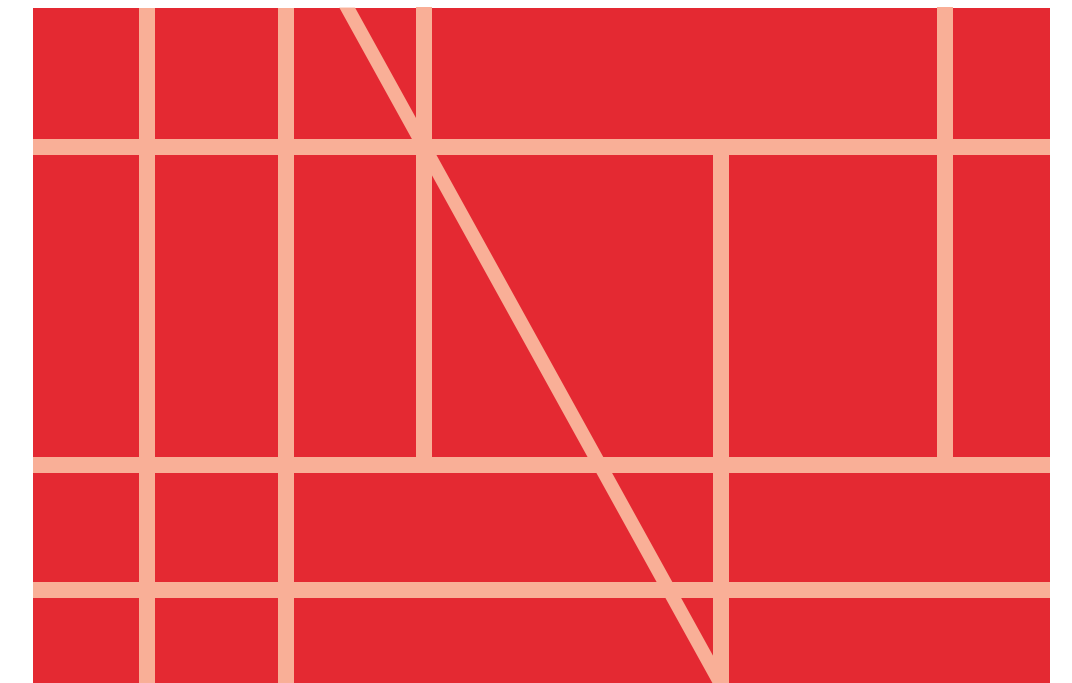
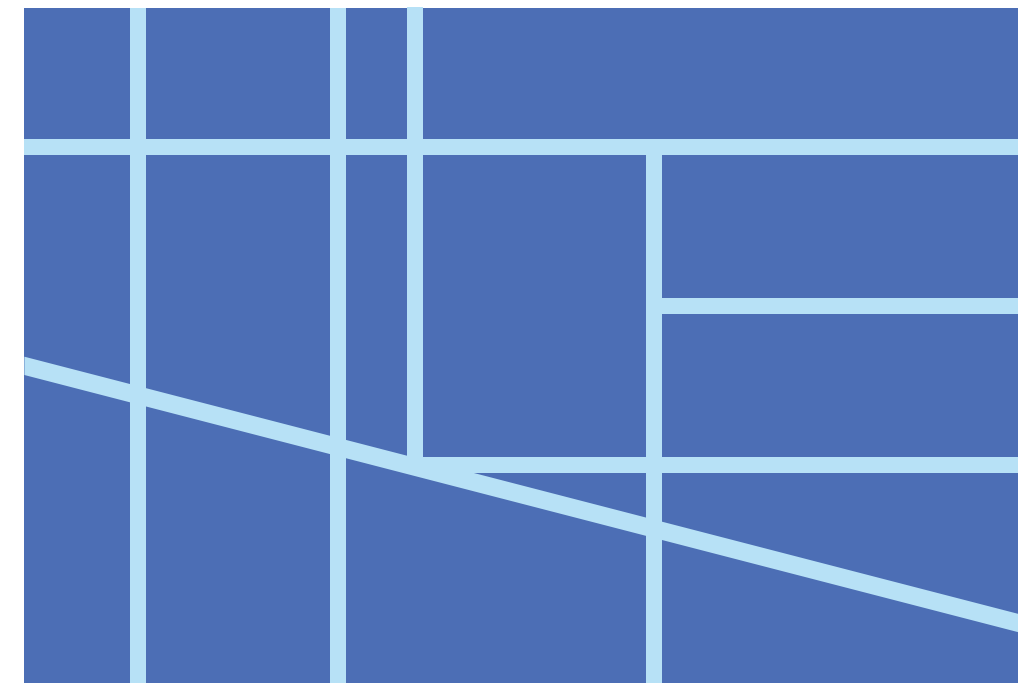
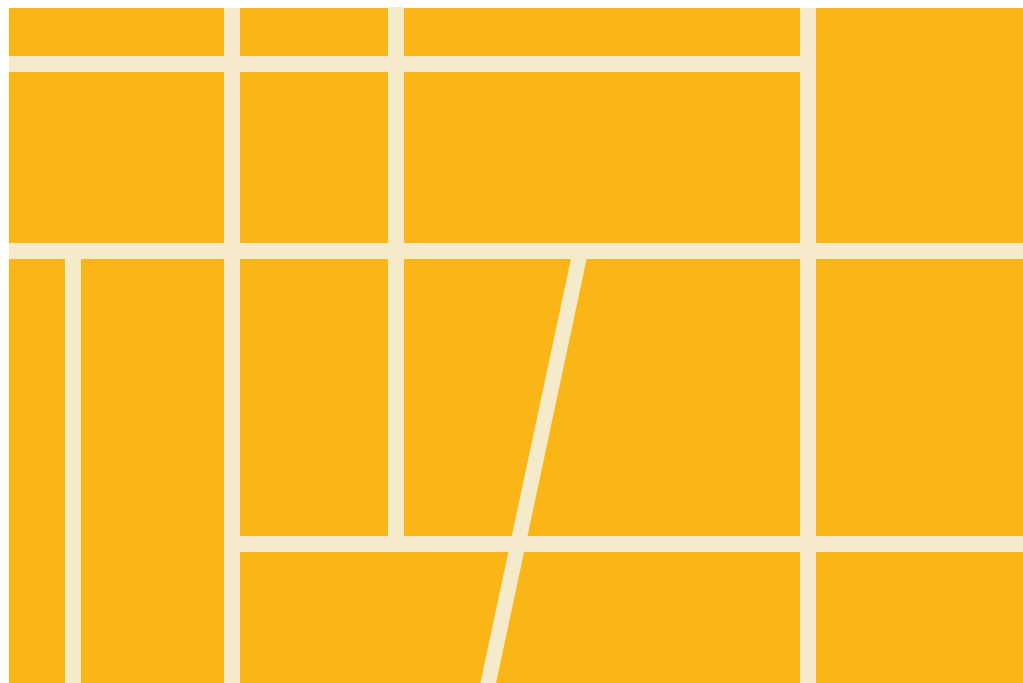


BRICK RED



GRAPHIC PALETTE

GRID BACKGROUNDS



SAMPLE LAYOUT

BUS SHELTER ADVERTISING

