EAST COAST CUSTOM PRINTS

Pittsburgh apparel studio / Visual identity

Bridge Gold
#FFBE19

Press Black
#151615

Stock White
#F7F6F0

Steel Gray
#626461

Headline & body

Open Sans Condensed Bold for headlines.
Open Sans Regular for descriptions and forms.

You think it. We print it.

Mark & spacing

Leave one top-stroke height clear on every side.
Use gold or white on black, and black on gold.

Write like someone taking an order at the counter.
Use “Dahntahn” as an occasional local signature.