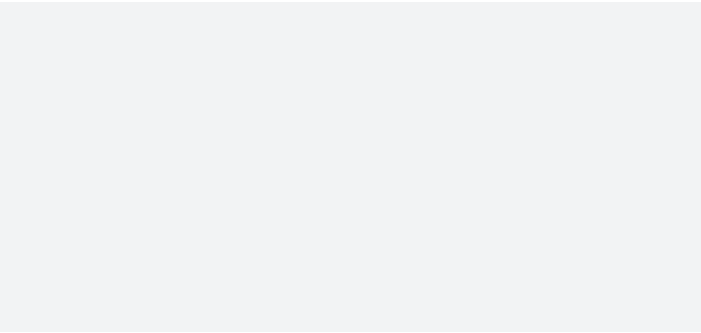
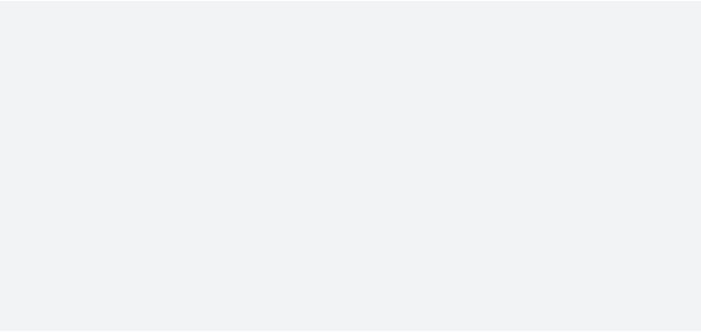


LOGO GUIDE

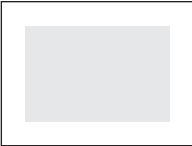
Primary Logo



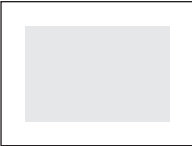
Secondary Logo



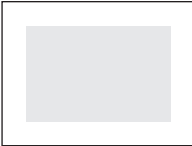
Color Specifications



Pantone
CMYK
RGB
#



Pantone
CMYK
RGB
#



Pantone
CMYK
RGB
#



Pantone
CMYK
RGB
#



Pantone
CMYK
RGB
#

Brand Fonts

Font 1

Font 2

Alternate Logo Versions & Specifications

Social Profile Image



Website Favicon



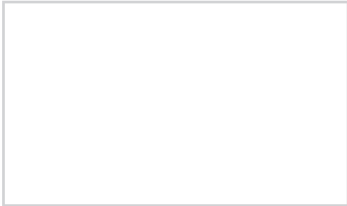
Dark background full color



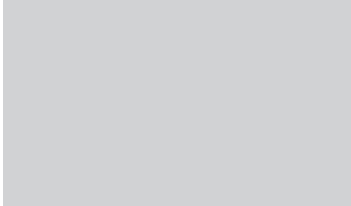
Dark background / white



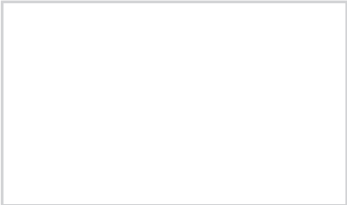
Light background full color



Color background



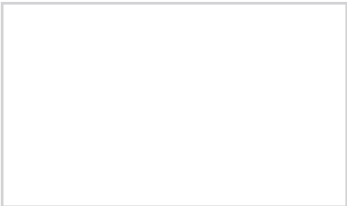
Light background / black



Medium background / full color



Mark

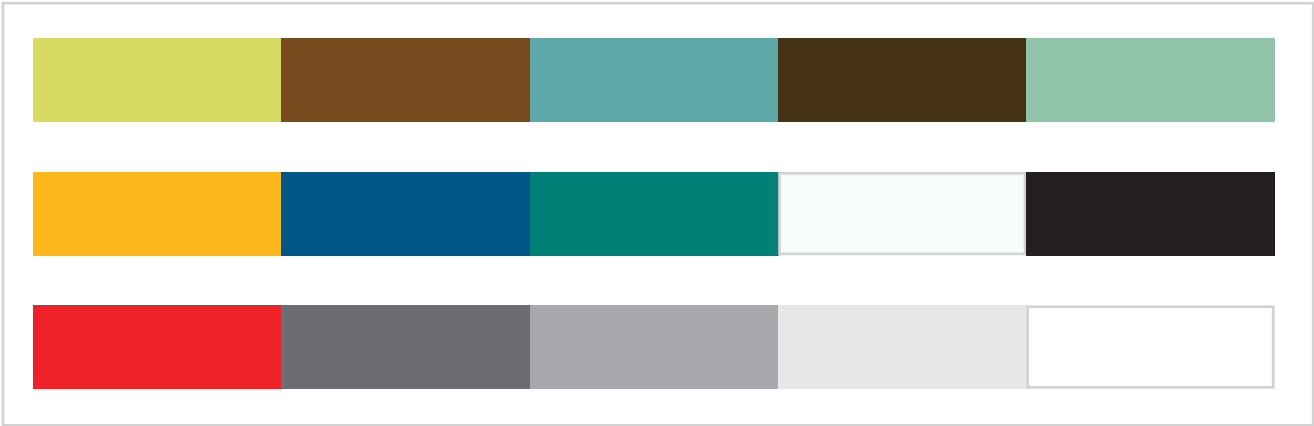


Mark / dark background

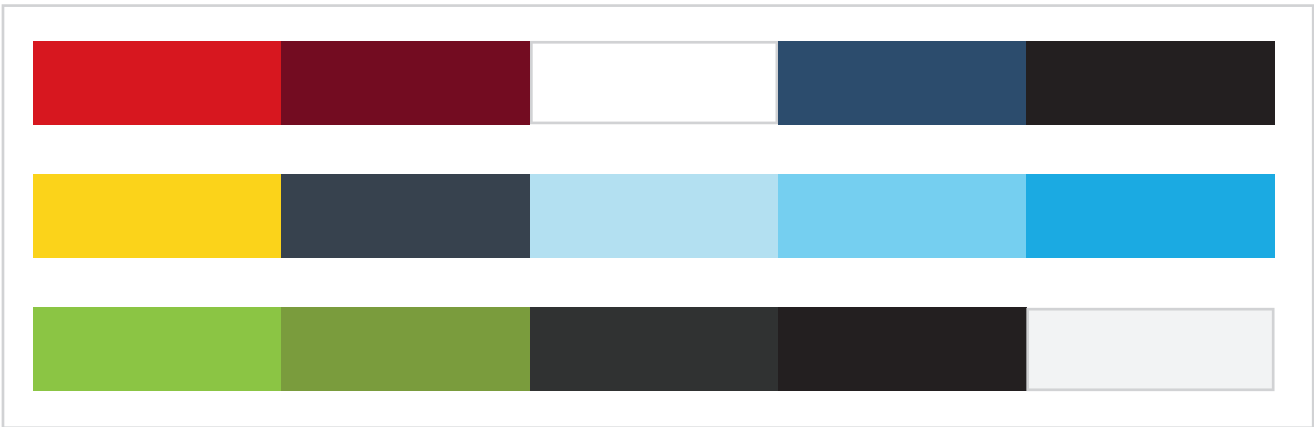


COLOR GUIDE

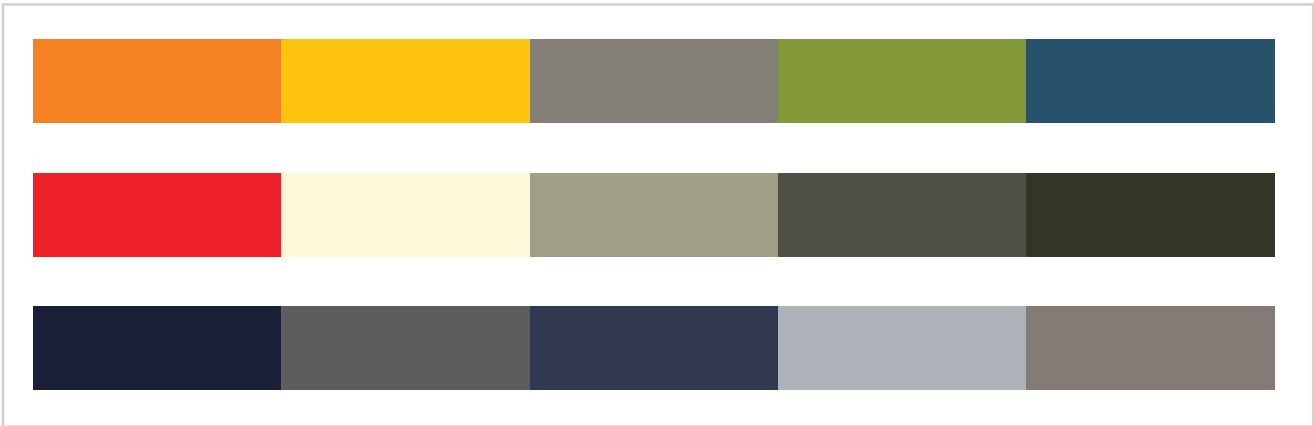
Classic



Corporate / Clean



Coffee House / Hipster



FONT GUIDE

SYSTEM FONT GUIDE

Below is a list of system fonts common to Microsoft and Apple. System fonts are the fonts already installed on your computer. Some are better than others so this list is a guide to help you narrow down the best options.

THE A LIST:

Athelas	Gill Sans MT
Avenir	Goudy Old Style
Bell MT	Helvetica
Book Antiqua	Helvetica Neue
Californian FB	Hoefler Text
Calisto MT	Iowan Old Style
Century Schoolbook	Optima
Charter	Palatino
Franklin Gothic	Seravek
Garamond	Sitka
Gill Sans	

THE B LIST:

Agency FB	Didot
Big Caslon	Futura
Bodoni MT	Geneva
ITC Bodoni 72	Gloucester MT Extra Cond.
Calibri	High Tower Text
Candara	Modern No. 20
Centaur	Perpetua
Century	Rockwell
Constantia	Segoe UI
Corbel	Tw Cen MT

BASIC FONT GUIDELINES

- A document should have one or 2 fonts.
- A good rule is to use a serif font in combination with a sans serif font.

PRINT FONT COMBINATIONS

The list below gives some of the best font combinations we have found. These fonts may have to be purchased but this provides you with some guidance in case you already have them.

Helvetica / Garamond
Caslon / Univers
Frutiger / Minion
Futura / Bodoni
Garamond / Futura
Gill Sans / Caslon
Minion / Gill Sans
Univers / Caslon
Bodoni / Futura
Myriad / Minion
Avenir / Warnock
Caslon / Franklin Gothic
FF Din / Baskerville
Trade Gothic / Clarendon
Baskerville / Univers
Akzidenz Grotesk / Garamond
Clarendon / Trade Gothic
Franklin Gothic / Baskerville
Warnock / Univers

GOOGLE FONT COMBINATIONS

Lato / Merriweather
Montserrat / Neuton
Oswald / Quattrocento
Playfair Display / Open Sans
Roboto Slab / Roboto

BELOW ARE 10 WEB FONT COMBINATIONS

Georgia / Verdana
Helvetica (Bold) / Garamond
Bodoni / Futura
Franklin Gothic / Baskerville
Caslon (Bold) / Univers (Light)
Frutiger (Bold) / Myriad
Gill Sans (Bold) / Garamond
Clarendon / Trade Gothic
Avenir / Minion