

ANNIBAL
STRATEGIC CONSULTING GROUP

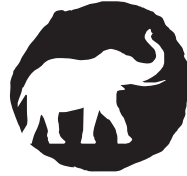
BRAND STANDARDS GUIDE

LOGO VARIATIONS



ANNIBAL
STRATEGIC CONSULTING GROUP

PRIMARY
2-COLOR



ANNIBAL
STRATEGIC CONSULTING GROUP

PRIMARY
BLACK



ANNIBAL
STRATEGIC CONSULTING GROUP

PRIMARY
WHITE



ANNIBAL
STRATEGIC CONSULTING GROUP

HORIZONTAL
2-COLOR



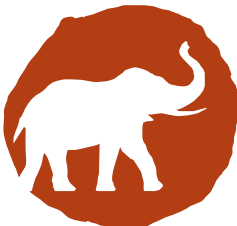
ANNIBAL
STRATEGIC CONSULTING GROUP

HORIZONTAL
BLACK

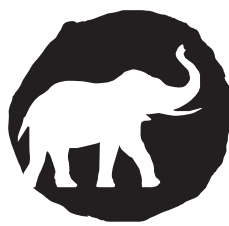


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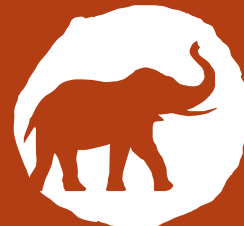
HORIZONTAL
WHITE



LOGO MARK
RED



LOGO MARK
BLACK



LOGO MARK
WHITE

LOGO VARIATIONS



LOGOTYPE
RED



LOGOTYPE
GRAY



LOGOTYPE
BLACK



LOGOTYPE
WHITE

COLOR PALETTE



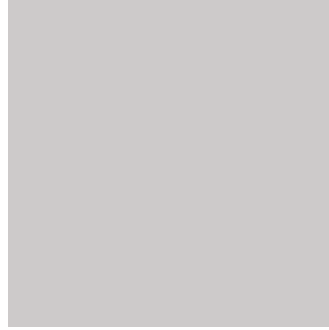
CLAY RED

RGB: 179, 64, 21
CMYK: 0, 81, 100, 30
HEX: b34015
PMS: 1675C



TRUNK GRAY

RGB: 122, 116, 114
CMYK: 4, 10, 10, 60
HEX: 7a7472
PMS: 424C



TUSK GRAY

RGB: 203, 200, 199
CMYK: 2, 4, 4, 20
HEX: cbc8c7
PMS: 420C

TYPOGRAPHY

HEADLINE

BARLOW CONDENSED SEMI-BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!

SECONDARY HEADLINE

BARLOW CONDENSED MEDIUM (100 TRACKING)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!

BODY

Source Sans Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!

Source Sans Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!

Source Sans Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!

Source Sans Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!



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