

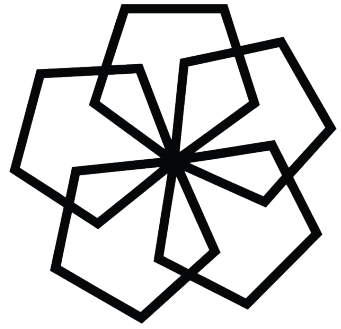


## BRAND STANDARDS GUIDE

LOGO VARIATIONS

*Reverie*  
classic  modern

LOGO  
BLACK



LOGO MARK  
BLACK

*Reverie*  
classic  modern

LOGO  
WHITE



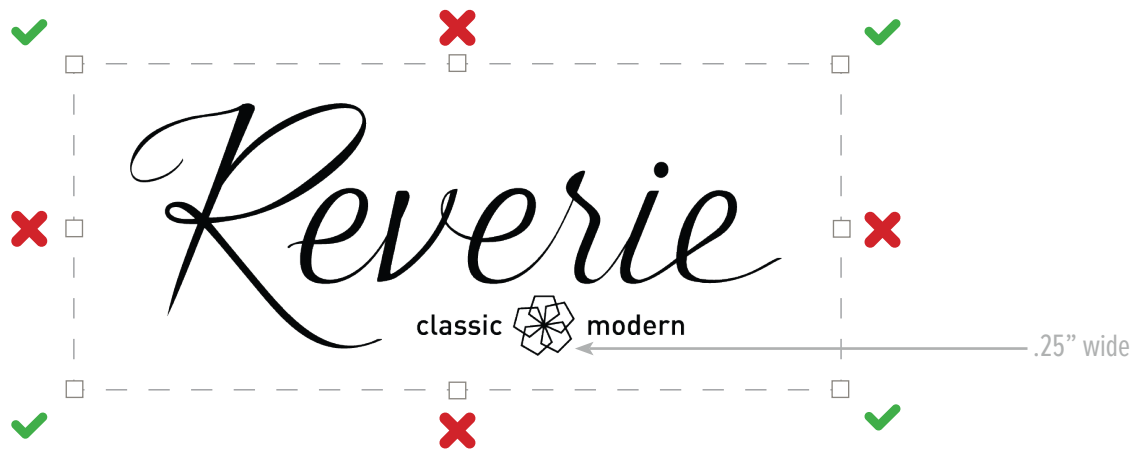
LOGO MARK  
WHITE

## SCALING & POSITIONING

It is important not to distort the logo when positioning it within an communication piece. When scaling up or down, it is required to always use the scaling aids at the corners of the logo. Never from the top, bottom or sides. It is also helpful to hold down Shift while scaling, this will help to keep the logo in proportion.

Do not squash or stretch the logo, when resizing and positioning please take care to ensure the image is not distorted.

The minimum size requirement has been predetermined to maintain the visual strength and legibility of the corporate logo. The width of the shield graphic should never measure less than a .25 inch wide.



## COLOR PALETTE

# Reverie

classic  modern



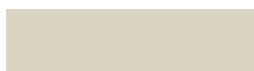
**SHADOW**

RGB: 112,107,107  
CMYK: 56,51,49,177  
HEX: #706b6b  
PMS: 410 C



**PEWTER**

RGB: 177,177,177  
CMYK: 32,25,26,0  
HEX: #b1b1b1  
PMS: 421 C



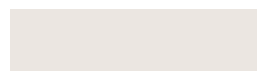
**CHAMPAGNE**

RGB: 218,213,196  
CMYK: 14,12,22,0  
HEX: #dad5c4  
PMS: 7534 C



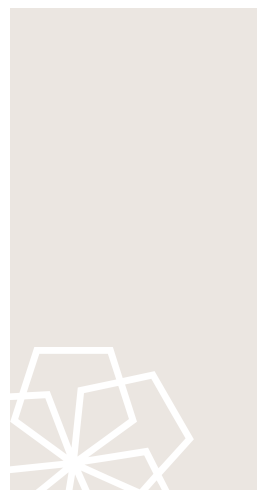
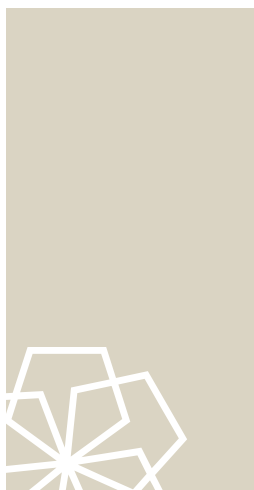
**BLUSH**

RGB: 225,212,201  
CMYK: 11,14,18,0  
HEX: #e1d4c9  
PMS: 7604 C



**BREATH**

RGB: 234,230,225  
CMYK: 7,7,9,0  
HEX: #eae6e1  
PMS: 663 C



# TYPOGRAPHY

*Logo & tagline fonts are custom line art.*

## **HEADLINE | ROBOTO BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890.,?!**

## **BODY | ROBOTO (Various)**

Roboto Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?!

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?!

*Roboto Light Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890.,?!*

**Roboto Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890.,?!**

# BRANDING

