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www.robbynash.com/branding

BACKGROUND COLOR

Solid color backgrounds are ideal and suggested colors are provided herein. Other colors may be used to match the overall design theme. When the design calls for the logo to be overlaid on a photo, please ensure the logo stands out clearly from the background.

MINIMUM SPACING

The minimum spacing around the entire logo must be at least equal to the height of the letter "B" as illustrated below.



ADJUSTMENTS

Please ensure the logo is always scaled proportionally. This can be done by holding down shift while dragging the corners. No elements of the logo should be adjusted, modified or removed.

FILE SELECTION

Please select the correct file for your background shade and usage:

- on *black* for dark backgrounds
- on *white* for light backgrounds
- RGB* for digital use
- CMYK* for print use

OVER LIGHT BACKGROUNDS

OVER DARK BACKGROUNDS



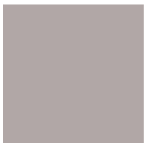
COLOR PALETTE



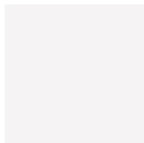
CMYK - 19 / 100 / 100 / 10
RGB - 186 / 24 / 27
HEX - #BA181B



CMYK - 77 / 68 / 63 / 77
RGB - 22 / 26 / 29
HEX - #161A1D



CMYK - 32 / 31 / 29 / 0
RGB - 177 / 167 / 166
HEX - #B1A7A6



CMYK - 3 / 3 / 2 / 0
RGB - 245 / 243 / 244
HEX - #F5F3F4

RECOMMENDED FONTS

Titles should be set in Myriad Pro, either regular or bold, all caps.
Subsection titles should be set in Myriad Pro regular, upper and lower case.
Body copy should be set in Myriad Pro regular or light, upper and lower case.

MAIN TITLE

Subsection Title

Body: Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Aenean suscipit cursus consequat.
Duis mattis iaculis lacus eu volutpat. Pellentesque
sed risus quis metus dignissim malesuada. Sed a
dolor purus, vel vulputate metus.