



BRAND GUIDELINES - OCTOBER 2017

COLOR



This is the primary logo for Birch Tree Care. The red logo should be used in all instances where it is applied to a white background.

REVERSED

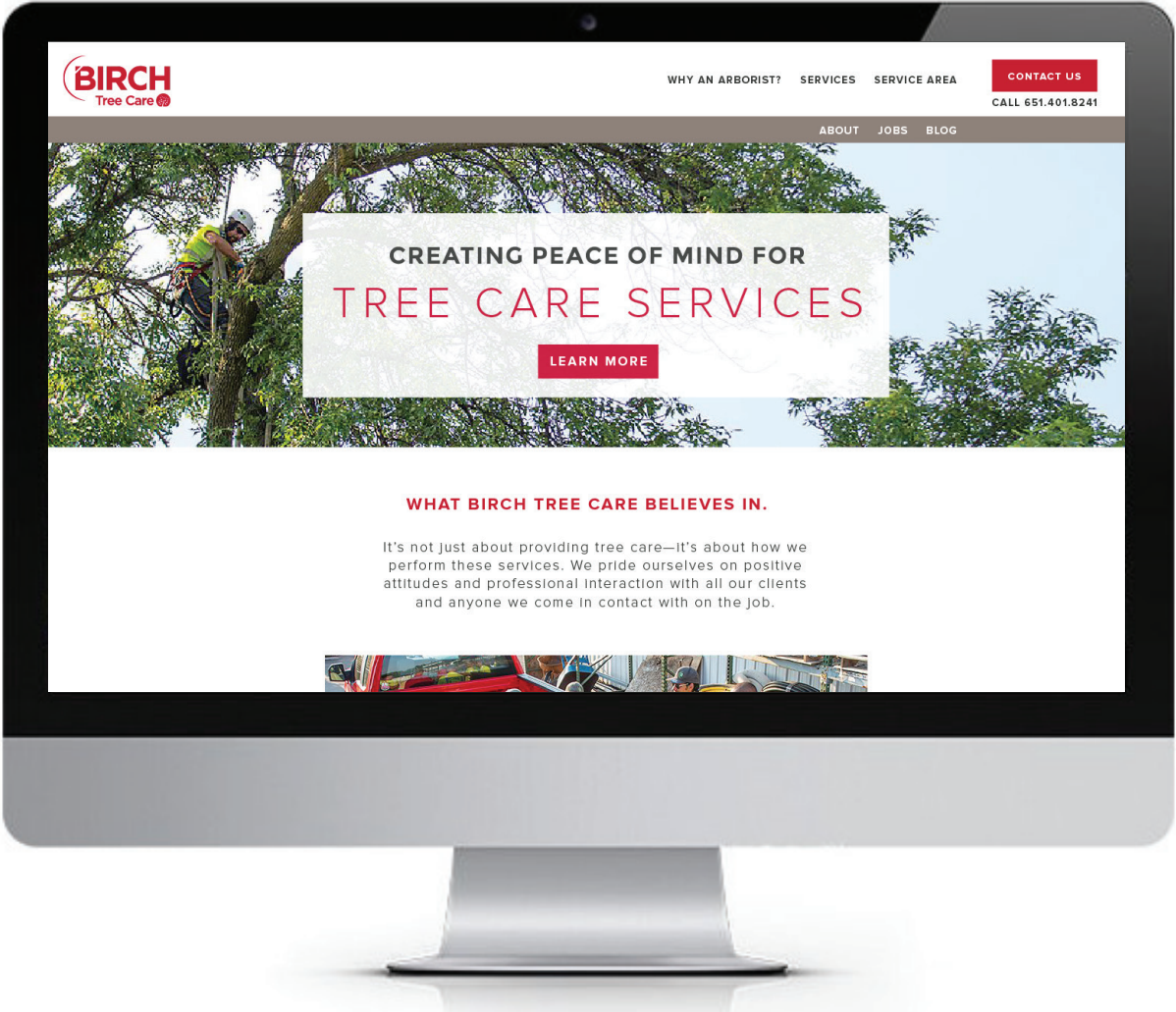


This is the secondary logo for Birch Tree Care. The reversed out logo should be used in all instances where it is applied to a colorful background or over an image for maximum legibility.

BRAND COLOR //

<div>186 C</div>	<div>158 C</div>	<div>407 C</div>	<div>447 C</div>
c0 m100 y75 k4 r198 g12 b48 HEX: C60C30	c0 m64 y95 k0 r227 g114 b34 HEX: E37222	c8 m15 y13 k24 r181 g172 b166 HEX: B5ACA6	c55 m39 y38 k83 r53 g55 b53 HEX: 353735

Red (186 C) is the primary color for Birch Tree Care. It should be used for Headlines, buttons and Call to Action items. The other colors act as neutral and accent colors to be used for body copy, icons or graphic elements.



proxima nova

abcdefg 1234567890

regular | **bold**

MONTSERRAT

ABCDEFGH 1234567890

BOLD

CREATING PEACE OF MIND FOR
TREE CARE SERVICES

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