

# Honest Tom's Complete Auto Care

## Brand Style Guide

---

Last Revised: April 2017

# Logo Variations

---



# Primary Colors

---



**CMYK:** 84, 72, 38, 23  
**RGB:** 58, 71, 102  
**PMS:** 2378 C  
**HEX:** 3a4766



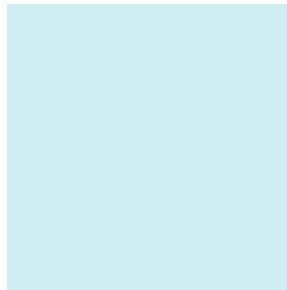
**CMYK:** 28, 20, 73, 0  
**RGB:** 192, 184, 102  
**PMS:** 7745 U  
**HEX:** c0b866

# Secondary Colors

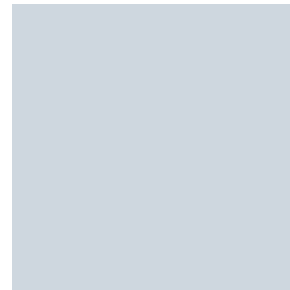
---



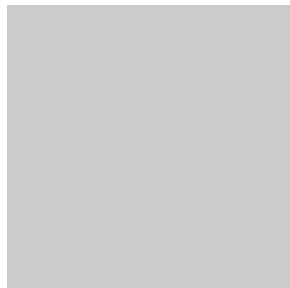
**CMYK:** 87, 32, 77, 20  
**RGB:** 18, 113, 82  
**PMS:** 555 C  
**HEX:** 127152



**CMYK:** 16, 0, 3, 0  
**RGB:** 210, 237, 244  
**PMS:** 9460 C  
**HEX:** d2edf4



**CMYK:** 18, 10, 8, 0  
**RGB:** 206, 214, 221  
**PMS:** 642 C  
**HEX:** ced6dd



**CMYK:** 19, 16, 15, 0  
**RGB:** 205, 202, 204  
**PMS:** Cool Gray 2 U  
**HEX:** cdcacc



**CMYK:** 6, 6, 0, 75  
**RGB:** 91, 91, 98  
**PMS:** 532 U  
**HEX:** 5b5b62

# Benjamin Moore Paint Colors

---



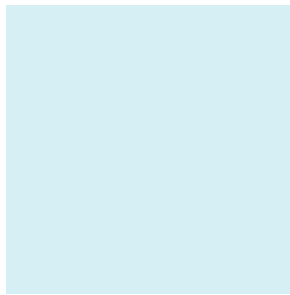
**Stunning 826**



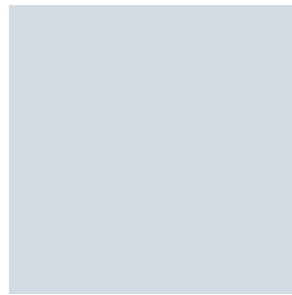
**Wasabi AF-430**



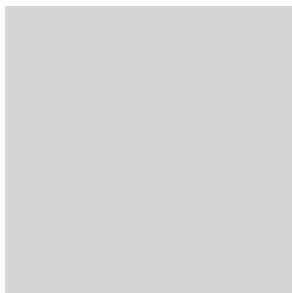
**Celtic Green 2038-10**



**Fountain Spout 2059-70**



**Beacon Gray 2128-60**



**Violet Pearl 1451**



**Temptation 1609**

# Fonts

---

## Tw Cen MT Condensed - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*()-\_+=[]{} \ | ; : ' , / " < > ?

## Tw Cen MT Condensed - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**!@#\$%^&\*()-\_+=[]{} \ | ; : ' , / " < > ?**