**Houser Logo Asset Information:**

*Font Styles:*

Superclarendon Bold: Used for “Houser”. Non-standard font, but can be downloaded for use from <https://fontsgeek.com/fonts/Superclarendon-Regular> for future website. Would recommend for titles and headings on website.

Din: Used for remaining text within logo and business card. Would recommend for subheadings and stand out text for website. Standard font.

Avenir: Would recommend for body text (long paragraphs) on website. Standard font.

*Color Hex Codes:*  Type the 6-digit number into the color code box when selecting colors for future website.

Background Blue: 2075BC

Medium Blue: 273D91 - snowflake

Dark Blue: 262262- text

Light Orange: F15B2B- sun fill color

Dark Orange: EF4237- sun outline color, and business card details

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*Chart, bar chart, treemap chart

Description automatically generated*

*File Info:* Business card files are a pdf. Upload onto Vistaprint, and dimensions should align perfectly. The logo graphic file is a SVG. You should be able to change the size of it for various uses without distortion. It should also have a transparent background. Let me know if you have any problems with any of the files.