

# JEFFCOAT

## LOGO - [ASSETS HERE](#)



**FIRM LOGO**  
USE ON BUSINESS CARDS, MERCH,  
SIGNAGE AT MAIN OFFICE, ETC.



**BUSINESS UNIT LOGOS**  
USE ON WEBSITES, SATELLITE OFFICE SIGNAGE,  
DIGITAL PROFILES / GMB, CITATIONS, BUSINESS  
UNIT SPECIFIC ADS / COLLATERAL, ETC.

## COLOR PALETTE - [ASSETS HERE](#) AND [ICOLORPALETTE HERE](#)

### PRIMARY



**FIRE**  
HEX #C73127  
PANTONE 7626C  
RGB 199,49,39  
HSV 4, 80, 78



**INDIGO**  
HEX #235A78  
PANTONE 157C  
RGB 230,151,78  
HSV 29, 66, 90



**OCEAN**  
HEX #1F89C4  
PANTONE 7689C  
RGB 31, 137, 196  
HSV 201, 84, 77

### SECONDARY



**MUSTARD**  
HEX #E6974E  
PANTONE 157C  
RGB 230,151,78  
HSV 29, 66, 90



**SEA MIST**  
HEX #B2D8CB  
PANTONE 566C  
RGB 178,216,203  
HSV 159, 18, 85

## BRAND FONTS - [ASSETS HERE](#)

GOTHAM PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

# DESIGN EXAMPLES



## GRITS, GRAVY, AND GREAT ATTORNEYS

**JEFFCOAT**  
LAWYERS  
INJURY & CAR ACCIDENT



**803.200.2000**

NO REPRESENTATION MADE THAT THE QUALITY OF LEGAL SERVICES PERFORMED IS GREATER THAN THOSE OF OTHER ATTORNEYS. MICHAEL JEFFCOAT MAIN OFFICE: 1333 MAIN STREET #510, COLUMBIA, SC 29201

## CONNECT WITH YOUR AUDIENCE

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
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**THE**  
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