



MULTIFAMILY
—ROOFING—

Brand Guidelines

Brand Identity Manual

Color/light background



Color/dark background



Horizontal version



Creating guidelines for horizontal version logos is essential for maintaining consistency across various brand materials.

Color Palette



HexCode
#2f3190

RGB
47 49 144

CMYK
99 97 4 1



HexCode
#A11116

RGB
161 17 22

CMYK
24 100 100 20



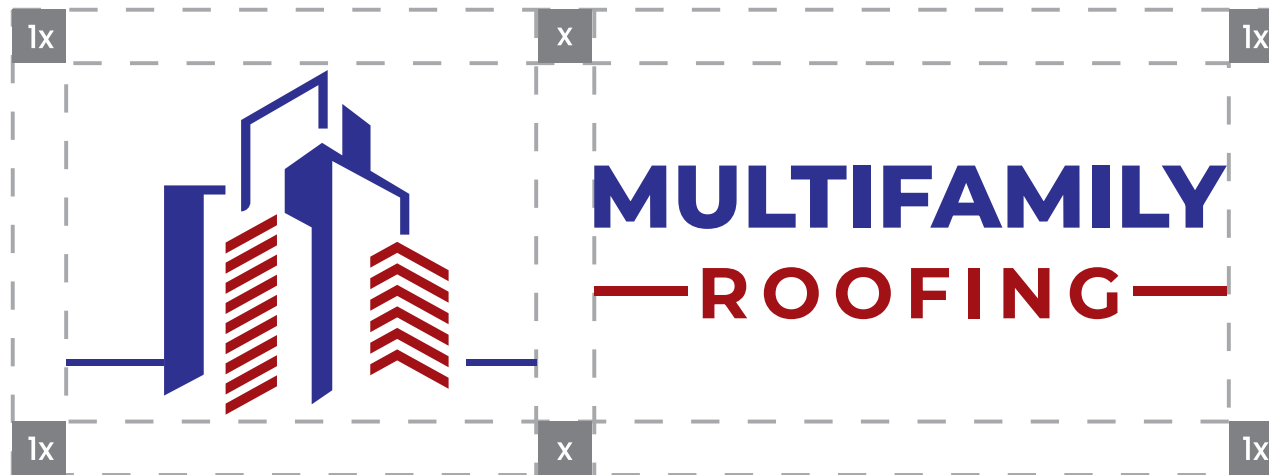
HexCode
#000000

RGB
0 0 0

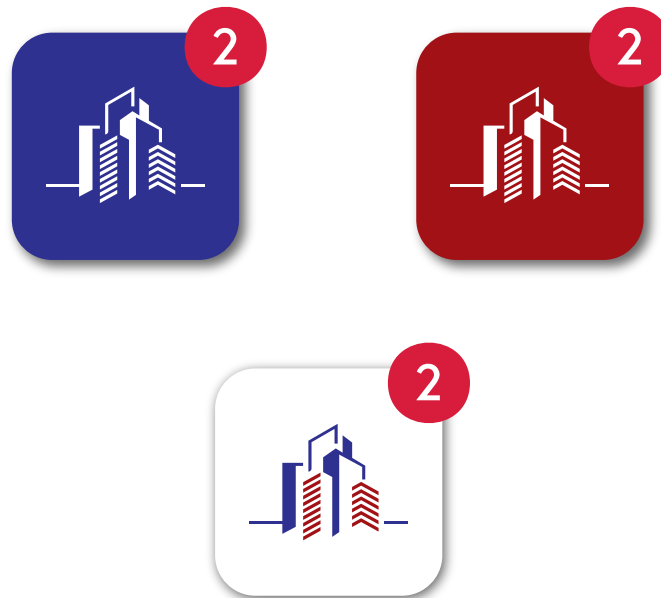
CMYK
75 68 67 90

Color is key in our corporate identity. We suggest specific colors for different platforms. Using these colors consistently helps keep our brand's look cohesive across everything we do. Make sure to talk to your designer or printer to ensure the colors are always the same.

Clean Space



App Icon Color



An app icon is like a logo mark that represents a brand and appears as the small picture for the app. It's important because it helps people easily recognize and find the app in the app store.

Logo on Background

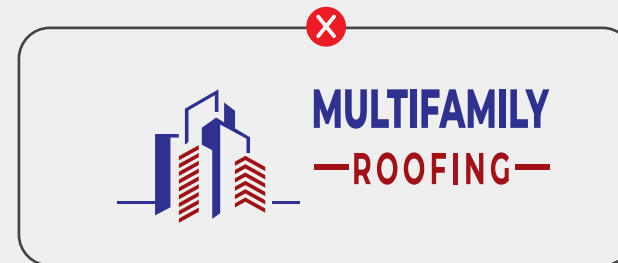


Do's



There are correct uses of the logo. These will be used consistently to enhance the recognition of the brand.

Don'ts



The following examples demonstrate how the legibility and recognition of the logo is compromised when logo is skewed or rotated. Do not use any

Typeface

The Typeface style guide ensures consistency and coherence in typography across all communication materials of The Cannery Neighborhood Association. It outlines guidelines for the selection and usage of typefaces to reinforce the association's brand identity.

Font Name

Montserrat

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz**

1234567890!@#\$%^&*()

Tagline Typeface

Font Name

Montserrat

Pairing :

Font Bold

Font Regular

Sub Headline Font :

Font Medium

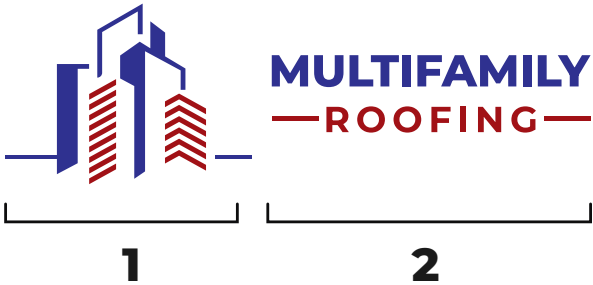
Headline Font :

Font Bold

Paragraph Font :

Font Light

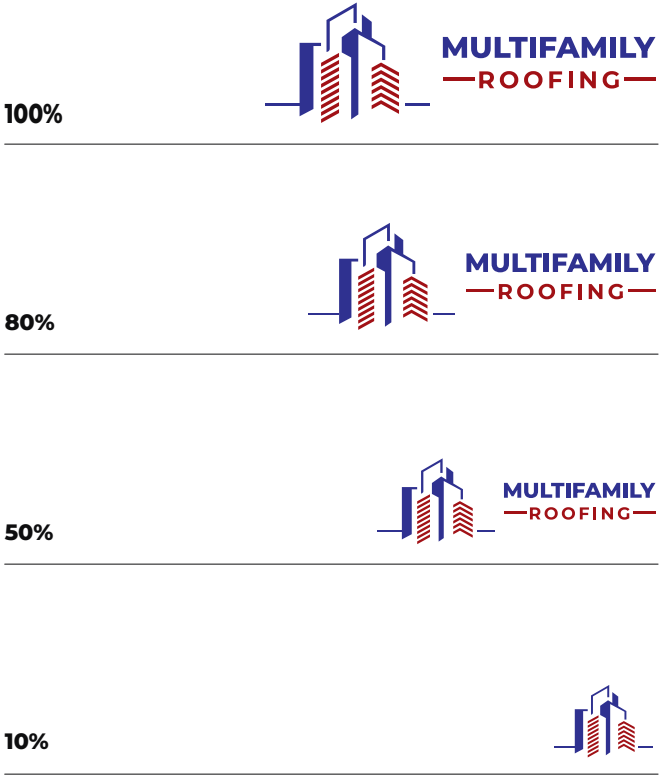
Brand logo



Logo light version

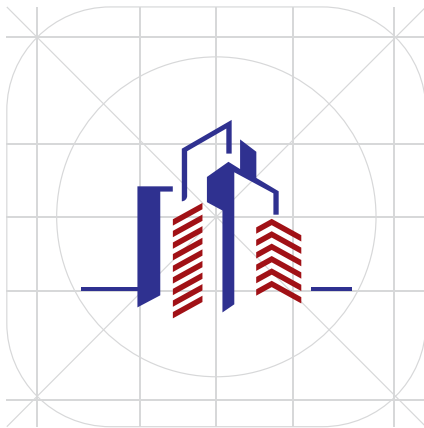


Logo dark version



Thumbnail Mark

The thumbnail mark is a simplified version of the logo designed for smaller formats, such as social media profile pictures, app icons, or small-scale printed materials.







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