



FUNERAL & CREMATION SERVICES

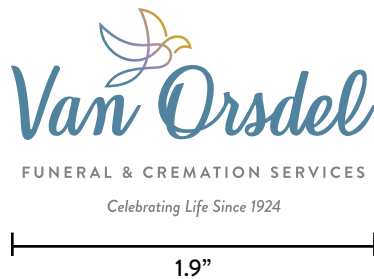
Celebrating Life Since 1924

BRAND GUIDE

PRIMARY LOGO USAGE

To ensure legibility, a minimum size guideline is illustrated on the left. The logo and tagline must be easy to read on any medium.

MINIMUM LOGO WIDTH - WITH TAGLINE



ALTERNATE ACCEPTABLE USAGE



All Black

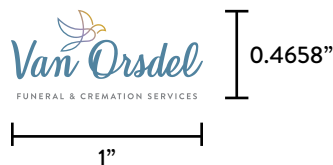


All White

VARIATION LOGO USAGE - WITHOUT TAGLINE

To ensure legibility, a minimum size guideline is illustrated on the left. The logo must be easy to read on any medium.

MINIMUM LOGO WIDTH - WITHOUT TAGLINE



ALTERNATE ACCEPTABLE USAGE



All Black



All White

INCORRECT USAGE

The strength of the brand is parallel to the consistency with which the brand is portrayed. For this reason, the logo must not be altered regardless of the environment or application. We have provided examples of applications of the logo that are strongly discouraged.

- » DON'T outline the logo or add drop shadows.
- » DON'T use non-approved colors.
- » DON'T change the size of any part of the final logo.
- » DON'T rotate the logo.
- » DON'T use busy images directly behind the logo in full color.
- » DON'T use logo on a color background without sufficient contrast.



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COLOR PALETTE

To maintain consistency with the existing brand, the primary palette is made up of four colors: indigo, violet, gold and cool grey.



CMYK 69/36/23/8
RGB 82/131/158
HEX# 52829e
PMS 5415C



CMYK 40/45/7/1
RGB 156/139/181
HEX# 9b8bb5
PMS 7439C



CMYK 16/32/93/4
RGB 208/164/52
HEX# cfa333
PMS 7752C



CMYK 0/0/0/60
RGB 128/130/133
HEX# 808284
PMS Cool Gray 9C

TYPEFACE

The font for the descriptor is Brandon Grotesque — a modern, sans-serif font. The typeface includes Thin, Light, Regular, Medium, Bold and Black weights. Italic versions are also available for each weight. This font is used for the non-script words in the logo and the typeface that should be used in collateral materials.

PRIMARY STYLE AND WEIGHT

Brandon Grotesque Light

Brandon Grotesque Light Italic

Brandon Grotesque Regular

Brandon Grotesque Regular Italic

Brandon Grotesque Medium

Brandon Grotesque Medium Italic

Brandon Grotesque Bold

Brandon Grotesque Bold Italic

Brandon Grotesque Black

Brandon Grotesque Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789