



LAND FOR SALE

# LANDGUYS

## Brand Guidelines

### FONT GUIDE

#### Heading

Obvia Medium Italic & Bold Italic

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

 [Font Family Download](#)

#### SUBHEADS & ACCENTS

Aktiv Grotesk CD Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
1234567890!@#\$%^&\*(){}<>?|~**

 [Font Family Download](#)

#### Body Font

Aktiv Grotesk Regular

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

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### COLOR PALETTE

#### PRIMARY COLORS

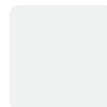


**RGB:** 170-102-54  
**CMYK:** 20-68-94-7  
**HEX:** #A96636



**RGB:** 67-66-68  
**CMYK:** 68-62-58-46  
**HEX:** #434244

#### SECONDARY COLORS



**RGB:** 240-241-241  
**CMYK:** 4-2-3-0  
**HEX:** #F0F1F1



**RGB:** 186-187-189  
**CMYK:** 27-21-20-0  
**HEX:** #BABBBD



**RGB:** 40-40-41  
**CMYK:** 72-66-63-71  
**HEX:** #282829



**RGB:** 216-113-39  
**CMYK:** 0-69-100-0  
**HEX:** #D87127



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