


ROCKMAN ADVISORY



Brand Standards: Quick Reference Guide

LOGO

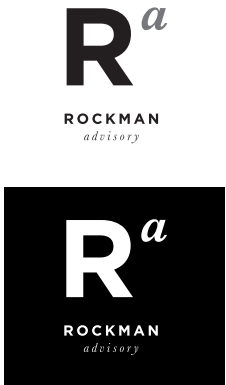
Our logo is the most prominent expression of the Rockman Advisory brand. That's why it's vitally important to use it correctly and consistently. Each logo is custom-designed artwork, that should only be utilized from existing and approved sources.



The 'full' logo should be used for as many purposes as possible.

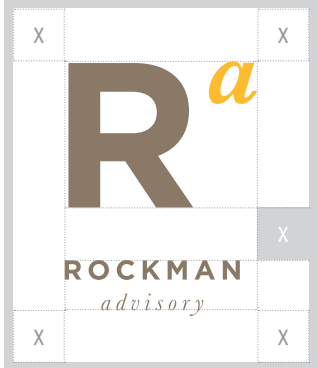


The 'type' or 'letter' logo should be used only for dimensional purposes that the 'full' cannot work in.



The black or reversed logo should only be used when the full-color logo cannot.

SPACING

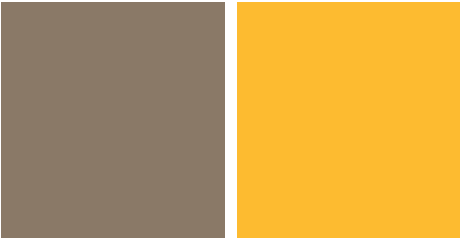


The logo must always have a clear area surrounding it, free from any other element. To define this area, measure the space between the 'R' and 'ROCKMAN' and use it's measure to create the boundary of clear space around the logo.

COLORS

Color shows our spirit and promotes brand recognition. Our primary colors, Warm Gray and Yellow, reinforce the energy and personality of our organization. Secondary colors help reinforce and round-out our personality, and support our primary colors.


PRIMARY



PANTONE Warm Gray 10U Warm Gray 10C
CMYK U CMYK C 49,45,49,5 20,29,28,56
RGB 118, 106, 98

PANTONE 1235U 1235C
CMYK U CMYK C 0,26,89,0 0,30,95,0
RGB 255,182,18

SECONDARY



PANTONE 7460U 7460C
CMYK U CMYK C 100,0,10,0 100,6,1,12
RGB 0,137,196

PANTONE 7417U 7417C
CMYK U CMYK C 0,65,78,0 0,80,80,0
RGB 220,80,52

PANTONE 7492U 7492C
CMYK U CMYK C 23,5,56,1 17,1,45,3
RGB 199,210,138

PANTONE 7545U 7544C
CMYK U CMYK C 58,43,35,3 3,14,11,31
RGB 137,150,160

PANTONE 7499U 7499C
CMYK U CMYK C 1,2,25,0 1,2,25,0
RGB 237,232,196

FONTS

PRINT Gotham Bold, primary headlines and subheadlines for print. Full Gotham family can be used as graphics and aesthetics dictate.

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

PRINT Baskerville Regular, primary body copy for print. Full Baskerville family can be used as graphics and aesthetics dictate.

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

WEB Gotham Bold, primary headlines and subheadlines for web and email use. Full Gotham family can be used as graphics and aesthetics dictate.

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

WEB Libre Baskerville Normal, primary body copy for web and email use. Full Libre Baskerville family can be used as graphics and aesthetics dictate.

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789