



SUPPLEMENTARY BRAND STANDARDS GUIDE

ESTABLISHED NOVEMBER 12, 2015



This brand was developed by North Star Marketing.

Please contact us if you have any questions about this supplementary brand standards guide, or if you need a replacement logo files disc.

336 229 6610 | info@northstarmarketing.com

Fonts

Your logo uses the following font:



Primary Logo Font

WEISS REGULAR

Font is available for purchase at www.myfonts.com

Primary Headline Font

Font is available at www.google.com/fonts

Lora Regular

Lora Regular

Lora Bold

Lora Bold

Body Font Options

Font is available at www.google.com/fonts

Source Sans Family

EXAMPLE TEXT:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in augue sollicitudin, iaculis felis at, mattis leo. Nunc tincidunt consectetur velit, vel varius velit sodales nec. In vestibulum nisl eu condimentum ultricies. *Mauris* in tincidunt magna. **Vivamus** egestas pulvinar cursus. Nulla egestas tristique ipsum id ornare.

Colors

The following primary and complementary brand colors should be used consistently across all applications.



Primary Brand Colors

PANTONE 7546 CP



80%	40%
60%	20%

PRINT

C = 73
M = 45
Y = 24
K = 66

WEB

R = 30
G = 56
B = 75

HTML

1e384b

PANTONE 7752 CP



80%	40%
60%	20%

PRINT

C = 2
M = 13
Y = 88
K = 14

WEB

R = 219
G = 188
B = 51

HTML

dbbc33

Complementary Brand Colors

PANTONE 7735 CP



80%	40%
60%	20%

PRINT

C = 59
M = 0
Y = 69
K = 75

WEB

R = 27
G = 77
B = 45

HTML

1b4d2d

PANTONE 179 CP



80%	40%
60%	20%

PRINT

C = 0
M = 87
Y = 85
K = 0

WEB

R = 240
G = 73
B = 55

HTML

f04937

Logos

The following brand styles should be used consistently across all applications.

Primary Logo



Blue with gold accents is the standard and proper use of the brand.
All other variations should use a single, solid color.

Secondary Solid Logo



DO NOT use blue with green



DO NOT use yellow with pink



DO NOT use pink with green