



## Brand Quick Guide

This brand standards document identifies foundational elements with which to build the Cleaver brand. Leverage the Cleaver brand as a valuable asset by using this document to create all new communications with consistency.

### Logos



Primary

Secondary

### Typeface

**USE 'BERTHOLD AKZIDENZ GROTESK - BOLD' IN CAPS FOR HEADLINES. 24PT**

**USE 'BERTHOLD AKZIDENZ GROTESK - REGULAR' IN CAPS FOR SUB-HEADLINES AND PULL QUOTES. 18PT**

Use 'Berthold Akzidenz Grotesk - Regular' for body and informational copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. 12PT

### Colors



Primary

Secondary

Accent