



## Brand Guidelines

# Logo Variations

## Primary Logo



## Single Color



## Other Variations

### Light Background



### Bright

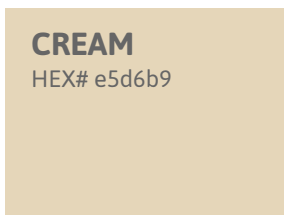
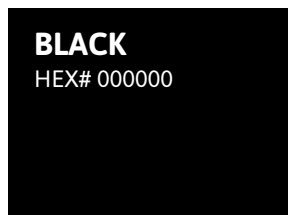


### Subdued

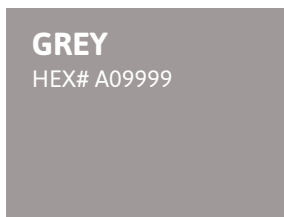


# Brand Colors

## Primary Logo Colors



## Accent Colors



# Typography

## Primary Logo Font

### **Times New Roman**

Pre-installed in most cases; otherwise download from [learn.microsoft.com/en-us/typography/font-list/times-new-roman](https://learn.microsoft.com/en-us/typography/font-list/times-new-roman)

## Text Font

ASAP Condensed Regular

ASAP Regular

ASAP Medium

**ASAP Bold**

Download from [www.fontsquirrel.com](http://www.fontsquirrel.com)

## Web Font

DM Sans

Download from [fonts.google.com](https://fonts.google.com)

# Business Cards

**Chris Dunham**  
Owner

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WA# PINNARR884C8



# Apparel

## Screen Printing

Left Chest @ 4" wide



The & symbol should be a halftone (transparency) of the single print color.

Full Back @ 12" wide

