

# CRAIG SMITH & ASSOCIATES BRAND GUIDE

## LOGOS



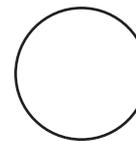
## COLOR PALETTE



TEAL  
CMYK: 91, 47, 35, 9  
RGB: 0, 109, 135  
#006d87  
Pantone 6131 C



BLACK  
CMYK: 18, 75, 96, 6  
RGB: 183, 93, 48  
#B75C30  
Pantone 717 C



WHITE  
CMYK: 0, 49, 94, 0  
RGB: 230 153, 60  
#E8993A  
Pantone 7409 C

## TYPE

**THIS IS A MAIN HEADING**

Novецento Sans - Bold

THIS IS A SUBHEADING

Open Sans - Regular

This is body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy...

Open Sans - Regular, Italic  
(Courier New - Web Safe Alternative)