



2020 BRANDING GUIDELINES

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# THE LOGO

## THE LOGO

To ensure brand recognition, the logo must be used consistently and effectively in print & digital formats.

The logo should always be given ample breathing room, with its height creating the dimensions for the exclusion zone.

## LOGO DONT'S

Never alter or skew the shape, configuration, or proportions of the logo. Don't over embellish the logo with drop shadows or 3D effects.



# BRAND COLORS

## BRANDING COLORS

The Flannery, Inc logo is primarily used in its original green and black format. However, you may display the logo in a single color using any color specified in the branding style guide as shown to the right. It may also be used in all-white when used over dark colors.



**Pantone Black 6 C**  
C: 60 M: 40 Y: 40 K: 0  
R: 0 G: 0 B: 0  
#000000



**Pantone 555 C**  
C: 86 M: 31 Y: 81 K: 18  
R: 25 G: 117 B: 79  
#19754f

# TYPOGRAPHY

## TYPEFACE

Helvetica is the typeface used for all of the Flannery, Inc branded material. Headers should be Helvetica Bold. Body copy should be either Helvetica Regular or Light. Different weights from this family can be used as necessary. Use Arial as a web safe alternative if Helvetica is unavailable.

### HELVETICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^\*()

### LOREM IPSUM DOLOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit.

LIGHT  
*LIGHT OBLIQUE*  
REGULAR  
*OBLIQUE*  
BOLD  
***BOLD OBLIQUE***