Brand Guidelines

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Logo

Primary Logo

Secondary Logo

GREAT GUYS

Heating, Cooling & Electrical

Type

Typefaces

Headers

ABRIL FATFACE REGULAR

Body

Josefin Sans Regular

Josefin Sans Light

Color

Color

RGB
R: 233
G: 233
B: 231

CMYK
C: 7
M: 5
Y: 7
K: 0

HEX
#e9e9e7

RGB
R: 85
G: 88
B: 90

CMYK
C: 65
M: 55
Y: 53
K: 28

HEX
#55585a

RGB
R: 2
G: 44
B: 34

CMYK
C: 90
M: 53
Y: 76
K: 69

HEX
#022c22

RGB
R: 31
G: 28
B: 68

CMYK
C: 96
M: 96
Y: 40
K: 44

HEX
#1f1c44

RGB
R: 124
G: 81
B: 84

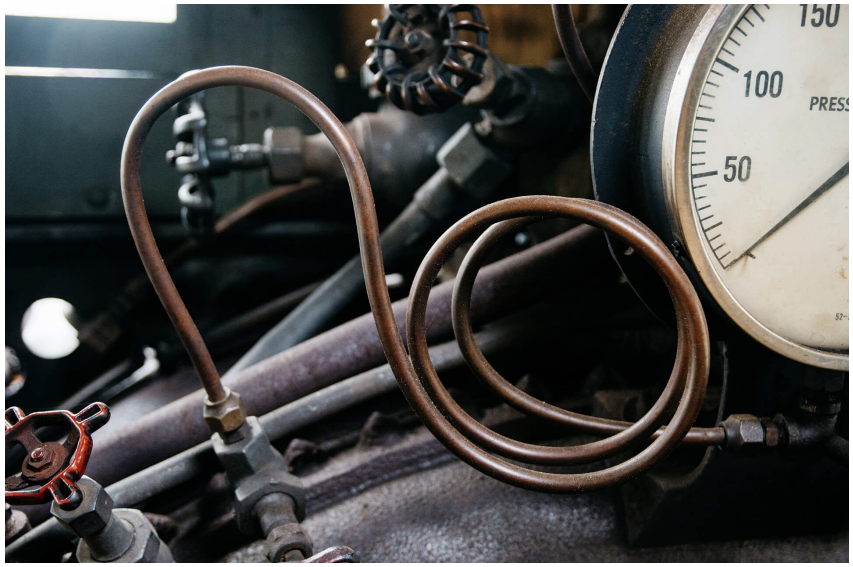
CMYK
C: 40
M: 71
Y: 56
K: 24

HEX
#7c5154

RGB
R: 98
G: 33
B: 40

CMYK
C: 35
M: 93
Y: 74
K: 47

HEX
#622128

Photography & Imagery

Photography & Imagery