



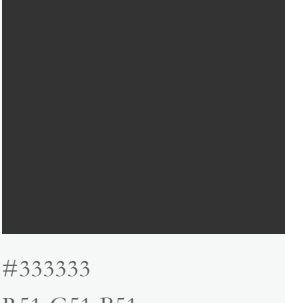
# Brand Guidelines

## COLOR PALETTE

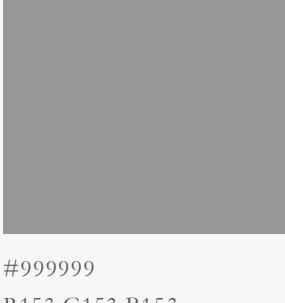
### Primary colors



#410b5a  
R65 G11 B90  
C79 M98 Y18 K6  
PMS 7665 UP

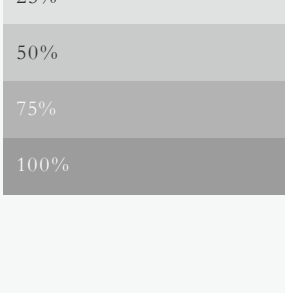
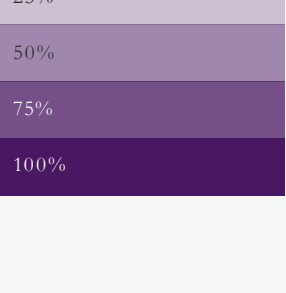


#333333  
R51 G51 B51  
C69 M63 Y62 K58  
PMS Black 7 C



#999999  
R153 G153 B153  
C43 M35 Y35 K1  
PMS Cool Gray 7 C

### Color tints



## TYPOGRAPHY / HIERARCHY

Kostow Greenwood's primary typfaces are Century Gothic and Garamond. Century Gothic should be used for header text and small text. Small text should only be in print material. Garamond should be used for body copy.

### Header

**BOLD**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
**Kostow Greenwood Architects**

Kerning: Optical  
Tracking: 21pt

### Body copy

**REGULAR**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
**Kostow Greenwood Architects**

Kerning: Optical  
Tracking: 41pt

### Small text

**REGULAR**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
**Kostow Greenwood Architects**

Kerning: Optical  
Tracking: 21pt

## LOGO

### Corporate logo

Kostow Greenwood's corporate logo is comprised of the logo type within a purple square. The full logo should be used whenever possible.



Dark version: Used when the background color is light.



Light version: Used when the background color is dark.

### Minimum logo sizes

Never shrink the logo below the following sizes:



Full logo: 1.5in x 1.5in



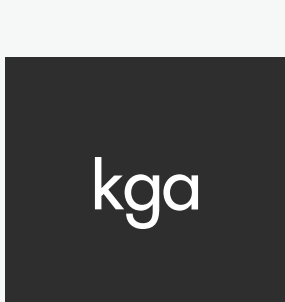
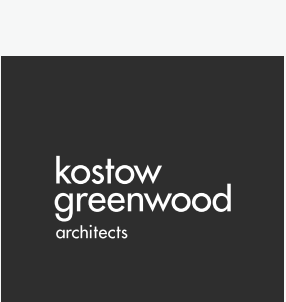
Logo type: 1in x 0.5in



Symbol: 0.5in x 0.375in

### Grayscale

When the quality of the colors is questionable, use a grayscale version.



## LOGO DONT'S

### DON'T

- Stretch or distort the logo
- Add graphical styles like drop shadows and gradients
- Redraw or retype the logo
- Add elements to the logo
- Use the logo in a line with text or a URL
- Do not rotate the logo



## IMAGES

### Colored images

When featuring projects, images should be sharp and in full color.



### Black and white images

Black and white images should be sharp and medium contrast

