



## brand identity | logo suite color build out

all black



1 color



white | reverse



Aa  
AaBbCcDd EeFfGg  
0123456789+;%@\*!

# Crimson

6 styles | sample

[DOWNLOAD HERE](#)

regular AaBbCcDdEeFfGgHhIiJjK LlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&?!/ ,; \_ \*")

italic AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&?!/ ,; \_ \*")

bold AaBbCcDdEeFfGgHhIiJjKlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&?!/ ,; \_ \*")

FONT LICENSE: This is a font that is free for commercial use.  
Check download link above for complete details.

Aa

AaBbCcDd EeFfGg  
0123456789+;%@\*!

# Roboto

12 styles | sample

[DOWNLOAD HERE](#)

regular

AaBbCcDdEeFfGgHhIiJjK LlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!/,;:\_\*)

italic

*AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!/,;:\_\*)*

bold

**AaBbCcDdEeFfGgHhIiJjKLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!/,;:\_\*)**

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# Eeeek! What file version of my logo should I be using to look kickass?

## EPS

CMYK | Vector | High Resolution | Converted to Outlines

These are your master files and also known as your “native files”. They can be sized up or down to any size needed. Without an art program you can not open or preview EPS files. These are used for anything print, promo items and signage.

## JPEG

RGB | 150 dpi | White Background

These are the versions you use for Email, website, Word, Excel, PowerPoint, or any software that is online or only being used in digital form.

## PNG

RGB | 150 dpi | No Background

These are the versions you use for Email, website, Word, Excel, PowerPoint, or any software that is online or only being used in digital form.

## color palette | print & digital

### DARK BLUE



CMYK 100/84/36/39  
Pantone PMS 295-C

RGB 0/40/85  
HEX/HTML #002855

### LIGHT BLUE



CMYK 81/12/1/0  
Pantone PMS 2995-C

RGB 0/169/224  
HEX/HTML #00A9E0

### MEDIUM GREY



CMYK 0/0/0/70  
Pantone PMS 425-C

RGB 109/110/113  
HEX/HTML #4d4d4d

**80% of Social Media is viewed on mobile aka. itty bitty circles displays**

## headshot or logo | size matters

Solopreneurs and companies smaller than 5 people should consider using a headshot for a social media logo instead of a version of their logo. Also, because the viewing size of the image is sometimes only 10x10 pixels, a simplified version of the logo or a icon from the logo suite should be used. All major social media channels have a circle shaped profile pic.

Your kickass brand identity & logo suite includes a JPEG that is sized appropriately for each channel to fit in the circle without being cropped off.



## stationary | email signature



**Chadwick V. R. Williams**

Broker | REALTOR® | Property Manager

720-666-9805

[denverrealestatepro.com](http://denverrealestatepro.com)

gmail | 320 x 132 | 150 DPI | RGB

We set this up as a simple JPG with text in the standard GMAIL signature so that it was free and not another 3rd party app to mess with. It is built with standard GMAIL serif font that best matches your brand font so that it translates the best across all email platforms.



## stationary | business card



## style | deluxe

All business cards designed and printed by Kickass Marketing and Creative are full color on both sides with bleed. Below are the specific paper and print choices for your brand identity.

32 pt. super thick

black edge

matte finish