

GRIFFIN TOWER COMPANY Brand Guidelines

Primary



Alternates



White
CMYK: 0 0 0 0



Black
CMYK: 100 100 100 100



Grey
CMYK: 66 56 45 29
PMS: Cool Gray 11 C



Red
CMYK: 31 92 82 26
PMS: 1815 C

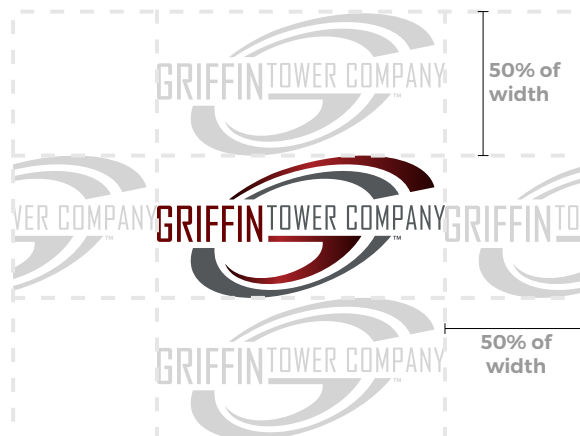
Usage Guides



Min. & Max. Width
The minimum width is 225px or .75 inches (at 300 dpi).

There is no maximum defined size.

Usage Guides



Exclusion Area

Always allow a minimum space around the logo.

Please Do Not (We thank you!)



Do not compress, stretch, crop, or otherwise manipulate the logo.

The following are examples of how the logo should **not** be used.



The logo should not be obscured with a background.

The logo color should not be changed or texturized.

Colors

Red

RGB: 105 0 0
HEX: #690000
CMYK: 31 92 82 26
PMS: 1815 C

Gradient

RGB (Red): 164 34 39
RGB (Black): 35 0 0
CMYK (Red): 23 99 85 16
CMYK (Black): 0 100 100 100

Grey

RGB: 83 87 90 CMYK: 66 56 53 29
HEX: #53575A PMS: Cool Gray 11 C

Fonts

Agency FB (Griffin Corporate font)

Agency FB Regular

Semiotics aesthetic freegan pour-over jianbing
Artisan blog retro neutra.

Agency FB Bold

Semiotics aesthetic freegan pour-over jianbing
Artisan blog retro neutra.

Trueno (primary brand font)

Trueno Light

Semiotics aesthetic freegan pour-over jianbing
Artisan blog retro neutra.

Trueno Regular

Semiotics aesthetic freegan pour-over jianbing
Artisan blog retro neutra.

Trueno SemiBold

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Trueno Bold

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Roboto (responsive web font only)

Roboto Regular

Semiotics aesthetic freegan pour-over jianbing
Artisan blog retro neutra.

Roboto Medium

Semiotics aesthetic freegan pour-over jianbing
Artisan blog retro neutra.

Roboto Bold

Semiotics aesthetic freegan pour-over jianbing
Artisan blog retro neutra.