



CCMLS

BRAND STYLE GUIDE

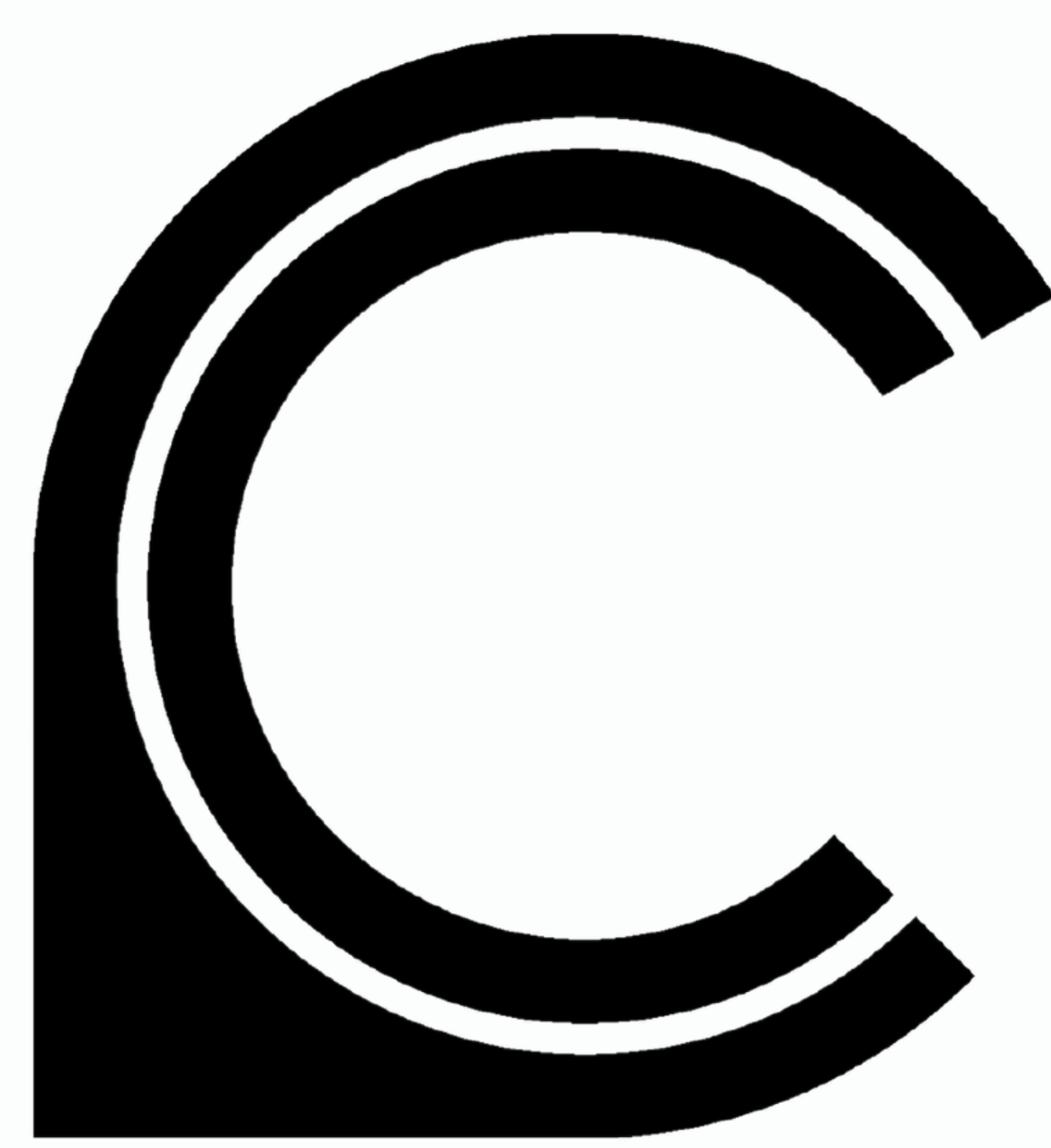
LOGO

primary logo & emblem

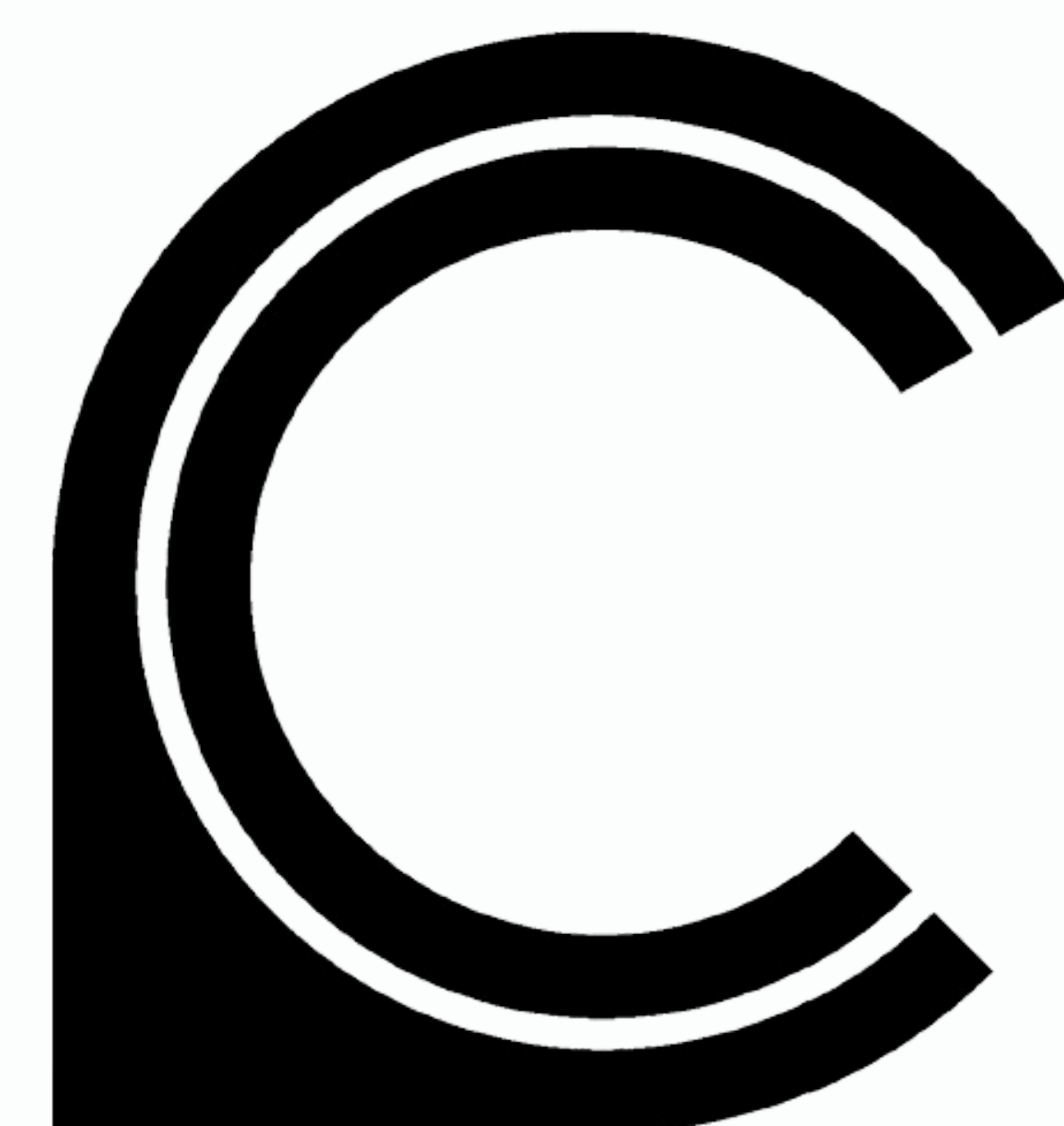


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solid black logo & emblem



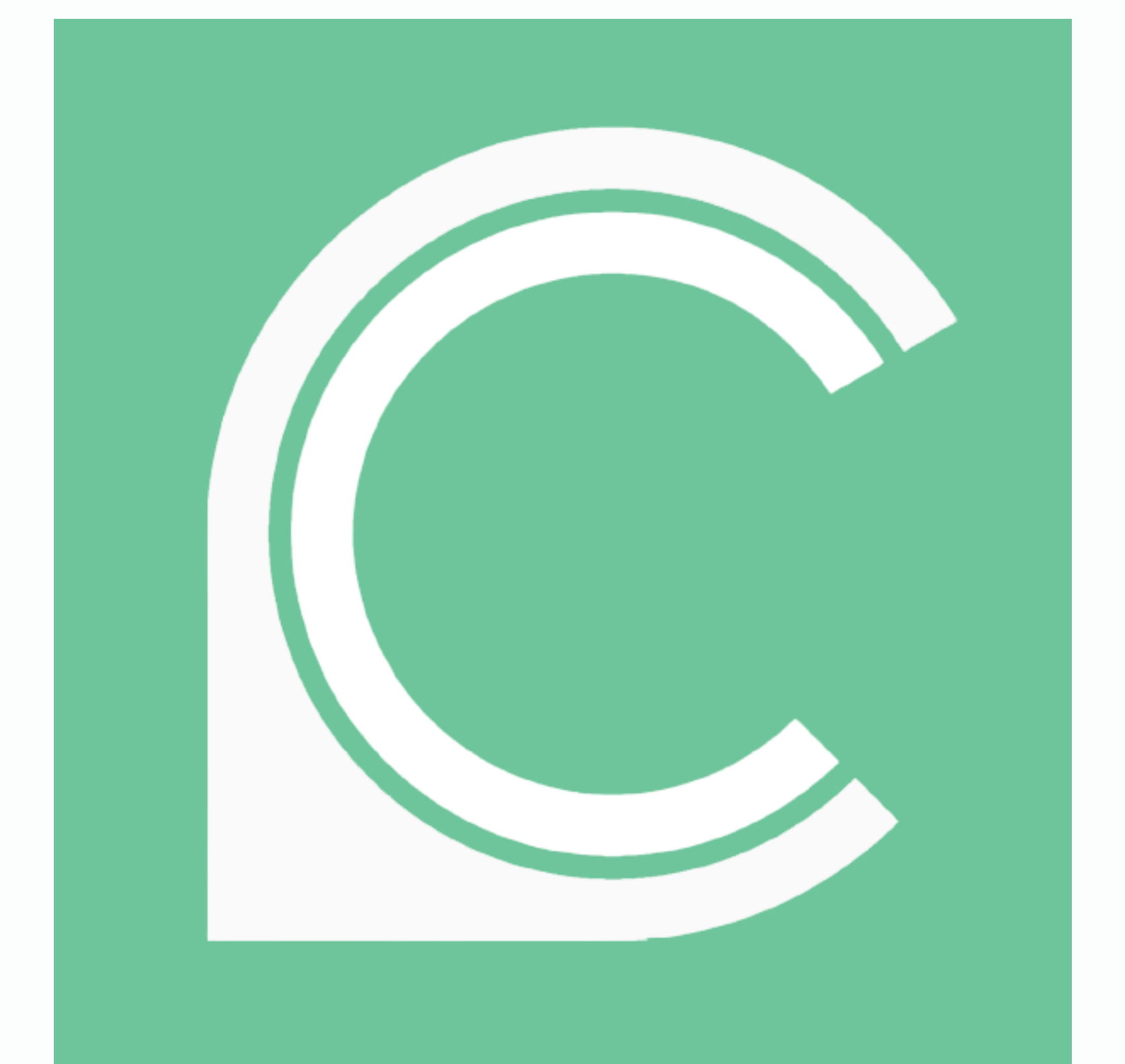
CCMLS



solid white logo & emblem



CCMLS



BRAND COLOR PALETTE



RAY

PANTONE: 100 C
RGB: 245, 229, 102
CMYK: 6, 4, 73, 0
HEX: #F5E566



PRAWN

PANTONE: 170 C
RGB: 255, 127, 97
CMYK: 0, 63, 61, 0
HEX: #FF7F61



MARSH

PANTONE: 346 C
RGB: 110, 196, 155
CMYK: 57, 0, 51, 0
HEX: #6EC49B



PARADISE

PANTONE: 7713 C
RGB: 7, 122, 138
CMYK: 87, 38, 39, 7
HEX: #077A8A

HEADLINE FONT

Roboto (*primary*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890()_+::;<>?/#%&*

Roboto Bold (*secondary*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890()_+::;<>?/#%&*

Roboto Italic (*secondary*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*1234567890()_+::;<>?/#%&**

The **roboto** font family can be downloaded for free from Google.

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LARGE NUMERALS FONT

Roboto Condensed

1 2 3 4 5 6 7 8 9 0 \$ K M + % *

Roboto Condensed Bold

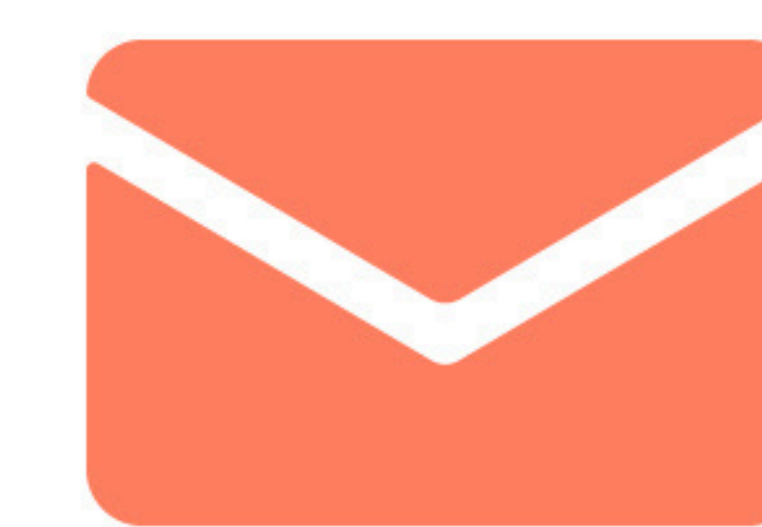
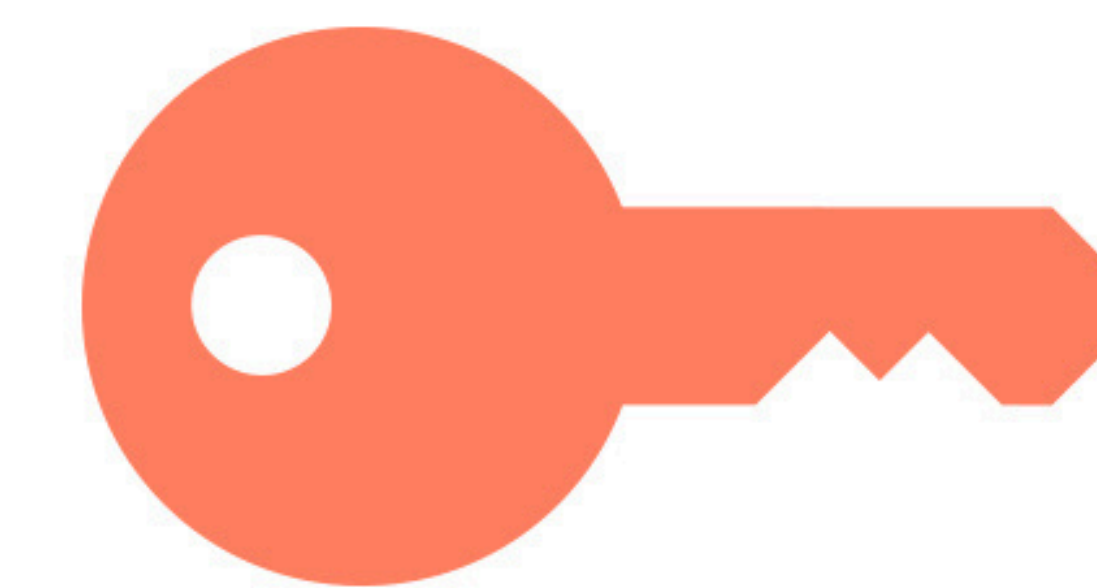
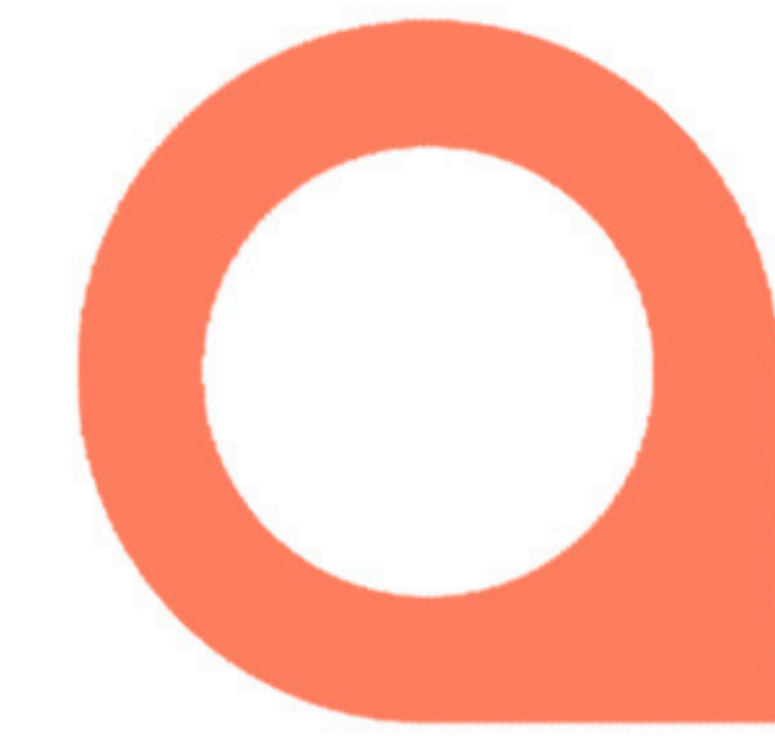
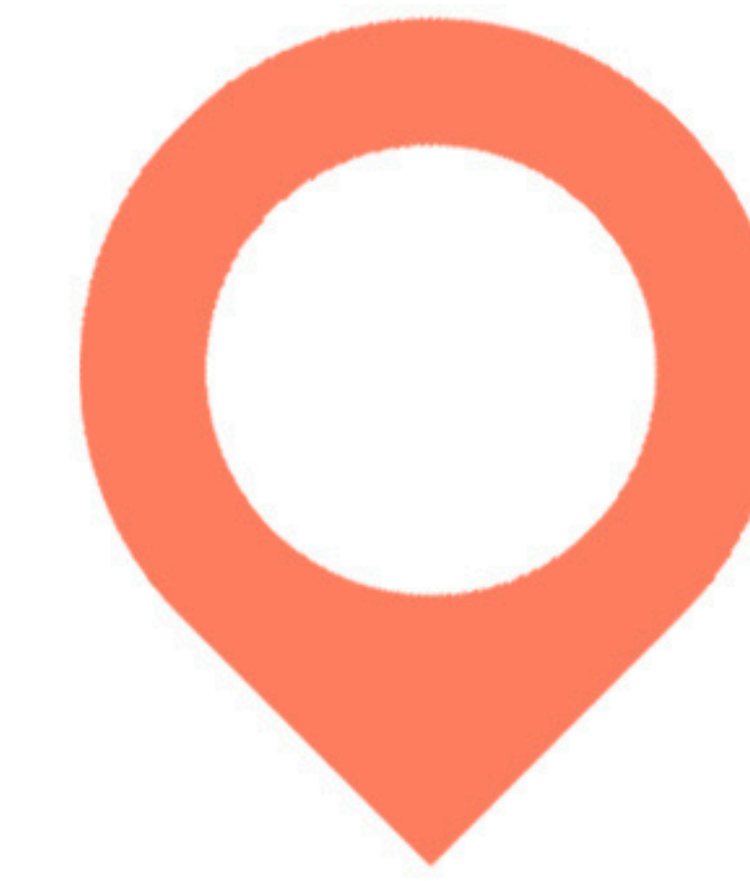
1 2 3 4 5 6 7 8 9 0 \$ K M + % *

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ICONS

Icons used for the brand should feel contemporary and bold to match the samples below.



SHAPES

Our brand shapes are indicative of our office architecture and furniture.

