ROBINS & MORTON

Corporate Branding Overview

LOGOS

ROBINS & MORTON

Primary Logo
When in doubt, use this logos on documents and signage.

ROBINS & MORTON

Primary Logo - Stroked
This version of the logo is also acceptable for most uses, most importantly on colored backgrounds.

ROBINS & MORTON

Building With Purpose®

Primary Logo with Tagline
Building With Purpose tagline is the only mark that is locked up with the primary logo.

Do not recreate the Building With Purpose tagline in text - only use approved logo files.

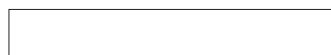## PLACEMENT

ROBINS & MORTON

Logo Clearance
Leave at least one ampersand-height of whitespace around the logo.

COLORS

Red, gray, black and white are the primary Robins & Morton colors. Light and dark blue may be used sparingly as accents.

R&M Red
#E10600

White
#FFFFFF

Light Blue
#C6DAE7

Cool Gray 2
#D0D0CE

Black
#000000

Dark Blue
#003057

ROBINS & MORTON

FONTS

Arial

Arial is the primary font for Robins & Morton outside of the Marketing Department for all communication pieces.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Regular
Italic
Bold
Bold Italic

Garamond

Garamond is the secondary serif font to use in communication.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Regular
Italic
Bold

TYPOGRAPHY

Alignment

Headlines and paragraph text should be left aligned wherever possible.

Size

Standard body text for printed documents should be **9pt.**

Headings can range from **24pt to 12pt.**