

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



Logo Clearance

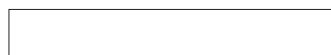
Leave at least one ampersand-height of whitespace around the logo.

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

ROBINS & MORTON

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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**.