



LOGO

# GUIDELINES



Horizontal Layout



Emblem Layout



1 Color Horizontal Layout



2 Color Emblem Layout

# PRIMARY COLORS

**CMYK**  
C: 63  
M: 61  
Y: 67  
K: 55

**RGB**  
R: 62  
G: 57  
B: 51

**Spot Color**  
Pantone Black 7c

**Hex**  
#3e3933

**CMYK**  
C: 0  
M: 26  
Y: 26  
K: 64

**RGB**  
R: 120  
G: 94  
B: 85

**Spot Color**  
PMS: 7615

**Hex**  
#785e55

**CMYK**  
C: 0  
M: 23  
Y: 100  
K: 0

**RGB**  
R: 255  
G: 197  
B: 11

**Spot Color**  
PMS: 7408

**Hex**  
#ffc50b

**CMYK**  
C: 0  
M: 56  
Y: 88  
K: 0

**RGB**  
R: 246  
G: 138  
B: 55

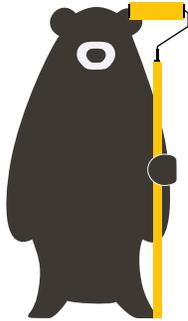
**Spot Color**  
PMS: 715

**Hex**  
#f68a37

# SECONDARY COLOR

**BLUE**

CMYK: 69-21-5-0  
RGB: 64-162-209  
Spot: PMS 7688  
Hex: 41A2D1



**BROTHER BEAR PAINTING**

A Paw Above the Rest      Craftsman Quality

**COMPANY NAME**  
Beba Neue Bold: All Caps

**TAGLINE**  
Roboto Slab Regular:  
Sentence Case

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**BEBAS NEUE**

LIGHT  
BOOK  
**REGULAR**  
**BOLD**

**Roboto Slab**

Thin  
Light  
Regular  
**Bold**