



Identity Standards Guide

LOGOS

Primary Logo



Vertical Logo



Alternate Horizontal Logo



Icon Alone



Wordmark



COLOR VARIATIONS

Full Color



Monochrome



2 Color with Tints



Black



2 Color Solid



Grayscale



Full Color Reverse



White



White + Screen



UNACCEPTABLE TREATMENT

DO NOT alter the colors from what has been deemed acceptable (see page 2).



DO NOT use any alternate fonts for the wordmark (see page 6)..



DO NOT stretch or shrink the logo in any fashion that destroys the aspect ratio.



DO NOT rotate the logo.



DO NOT warp the logo.



DO NOT reposition the icon.



DO NOT allow the logo to become pixelated.



DO NOT apply a drop shadow or other effects to the logo.



Always use the logo files as provided. DO NOT try to reproduce the logo in a different fashion. This will help avoid many of these incorrect applications of the logos.

ISOLATION

Always leave a minimum of the width of the "B" in Bluestone around all sides. The stem of the leaf will break the isolation space in the primary and alternate logos.



COLORS

Primary Colors



PANTONE
7692 C

CMYK C=98 M=70 Y=24 K=7
RGB R=10 G=86 B=135
HEX #0A5687



PANTONE
577 C

CMYK C=36 M=10 Y=64 K=0
RGB R=187 G=206 B=148
HEX #BBCE94

Secondary Colors (stones)



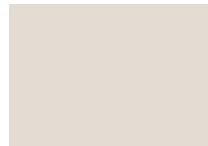
PANTONE
7537 C

CMYK C=35 M=26 Y=36 K=0
RGB R=171 G=173 B=161
HEX #ABACA0



PANTONE
413 C, 80%

CMYK C=17 M=14 Y=18 K=0
RGB R=210 G=207 B=201
HEX #D2CFC9



PANTONE
7534 C, 80%

CMYK C=10 M=10 Y=14 K=0
RGB R=227 G=221 B=212
HEX #E3DDD4

FONT S

Family

Open Sans

Weights

Condensed Light *Italic*

Condensed Bold

Light *Italic*

Regular *Italic*

Semibold *Italic*

Bold *Italic*

Extrabold *Italic*

Basic Characters

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * + = / () { } []

Open Sans • Book • 10pt

Our company motto “we treat your home like it’s our own” means that every member of our team is there to make sure your property receives the care, attention, and respect that our customers expect for their most valued investment. We are Licensed, Insured, and Bonded.

Family

NOVECEN TO WIDE

Weights

LIGHT

BOOK

NORMAL

MEDIUM

DEMIBOLD

BOLD

Basic Characters

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9
! @ # \$ % ^ & * + = / () { } []

Novecento Wide • Book • 10pt

OUR COMPANY MOTTO “WE TREAT YOUR HOME LIKE IT’S OUR OWN” MEANS THAT EVERY MEMBER OF OUR TEAM IS THERE TO MAKE SURE YOUR PROPERTY RECEIVES THE CARE, ATTENTION, AND RESPECT THAT OUR CUSTOMERS EXPECT FOR THEIR MOST VALUED INVESTMENT. WE ARE LICENSED, INSURED, AND BONDED.