

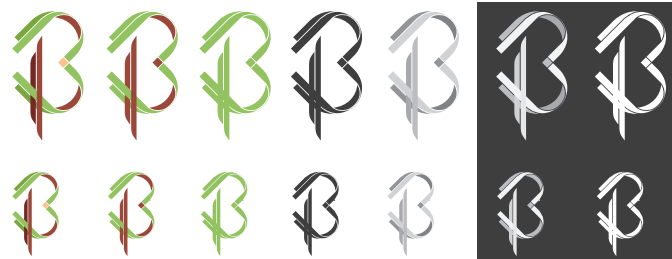
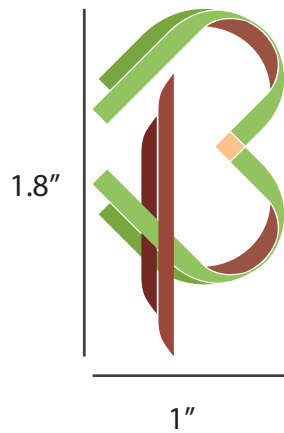


Brazos Brand Guidelines





Logo



Whenever possible you should use the full color logo, but if you are restricted, there are a 2-color option, 1-color option, and grayscale logos that can be used.

The logo should never appear smaller than .75"

The ratio of the logo is 1.8:1, the logo should never stray from that ratio, and never be stretched or squashed.

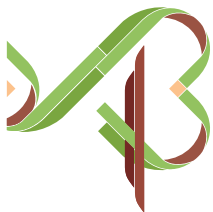


Brazos Hardwood Designs



Brazos Hardwood Designs

The name can change sizes to adjust to different sizes, but the logo should always be larger than the logo.



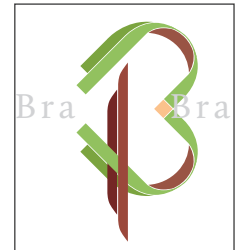
Brazos Hardwood Designs

The logo can appear with this decoration, but should always appear at the edge, or with the full decoration.





Logo Usage



BraBrazos Hardwood DesignsBra


Brazos

 Brazos

The more space, the better.

There should **at least** be the width of the first three letters around the name between the edge of a page or field of color and the name/logo horizontally at all times. This means whatever size of type you are using, you can use that to measure the space around it easily. For the space around the logo on the right, you measure the space from corner of the center diamond.

If you can't display the logo and full name with the proper amount of space while also keeping the logo larger than .75", shorten the name to just "Brazos" and this will help with the size constraint.



Brazos

469.453.4830

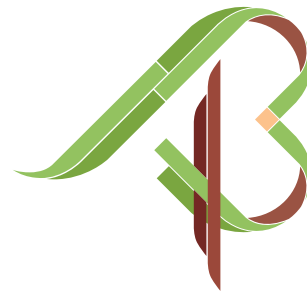
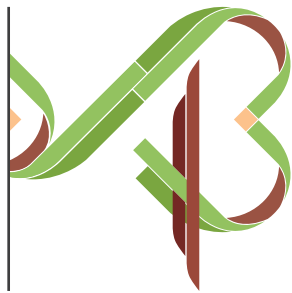
brazosdesigns.com



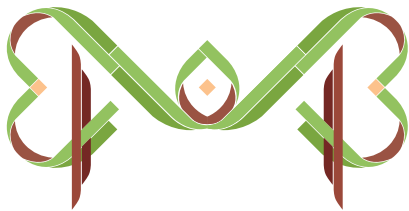


Logo Decorations

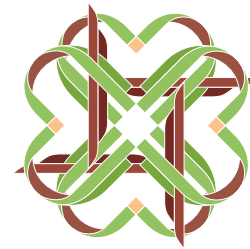
The logo can have this decoration applied to it, but as mentioned before, it should either be cut in the middle and against an edge, or the whole decoration. The middle part of the chain can also be removed to have just the curve.



The logo should never appear backwards in its entirety. Parts of the logo can be used to make more decorations, but unless it is in a more complex pattern, do not use it backwards.



Don't do this



This is ok





Brazos Colors

Primary Colors



Hex: #231f20

R:148 G:193 B:96

C:47 M:5 Y:81 K:0



Hex: #231f20

R:122 G:165 B:64

C:58 M:16 Y:100 K:1



Hex: #414042

R:65 G:64 B:66

C:0 M:0 Y:0 K:90



Hex: #414042

R:88 G:89 B:91

C:0 M:0 Y:0 K:80



Accent Colors



Hex: #87493c

R:135 G:73 B:60

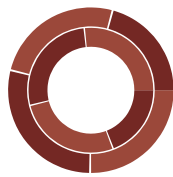
C:33 M:73 Y:73 K:28



Hex: #87493c

R:116 G:41 B:38

C:28 M:86 Y:77 K:46



Hex: #fcc28d

R:252 G:194 B:141

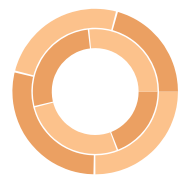
C:0 M:27 Y:47 K:0



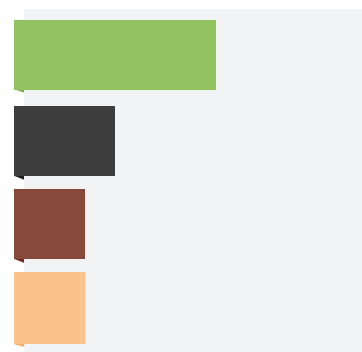
Hex: #fcc28d

R:234 G:160 B:99

C:6 M:42 Y:67 K:0



Relationship of Colors





Ronnia Condensed

Body Text & Titles

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 123456789 ,.?!:”@#\$\$%^&*(){}[]<>

Thin Light Regular Semibold
Bold **Extrabold** **Heavy**

Calluna

Titles, & Large Text

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 123456789 ,.?!:”@#\$\$%^&*(){}[]<>

Light Regular Semibold **Bold** **Black**

Calluna doesn't a lot of variety between the different weights of the family, so you should utilize size mixed with the different weights to create distinct levels of hierarchy.

Title

Subtitle

Other Subtitle

Body text

See the following page for examples of how to layout text in a document.





Lorem ipsum dolor sit amet

Quisque sed arcu non felis facilisis tincidunt. Vivamus elementum tellus nec enim commodo dapibus. Suspendisse magna elit, vehicula suscipit turpis id, luctus eleifend leo. Sed non metus cursus, bibendum sapien a, tempor mauris. Curabitur eu risus non magna sollicitudin elementum non ut orci. Etiam quis risus massa. Aenean ut ornare neque. Phasellus et nulla vel nisl venenatis commodo. Sed vel mollis neque. In hac habitasse platea dictumst.

Consectetur adipiscing elit.

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- Phasellus et nulla vel nisl venenatis commodo
- Aenean in quam quam
- Curabitur sed tortor quam

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Cras in sagittis urna.

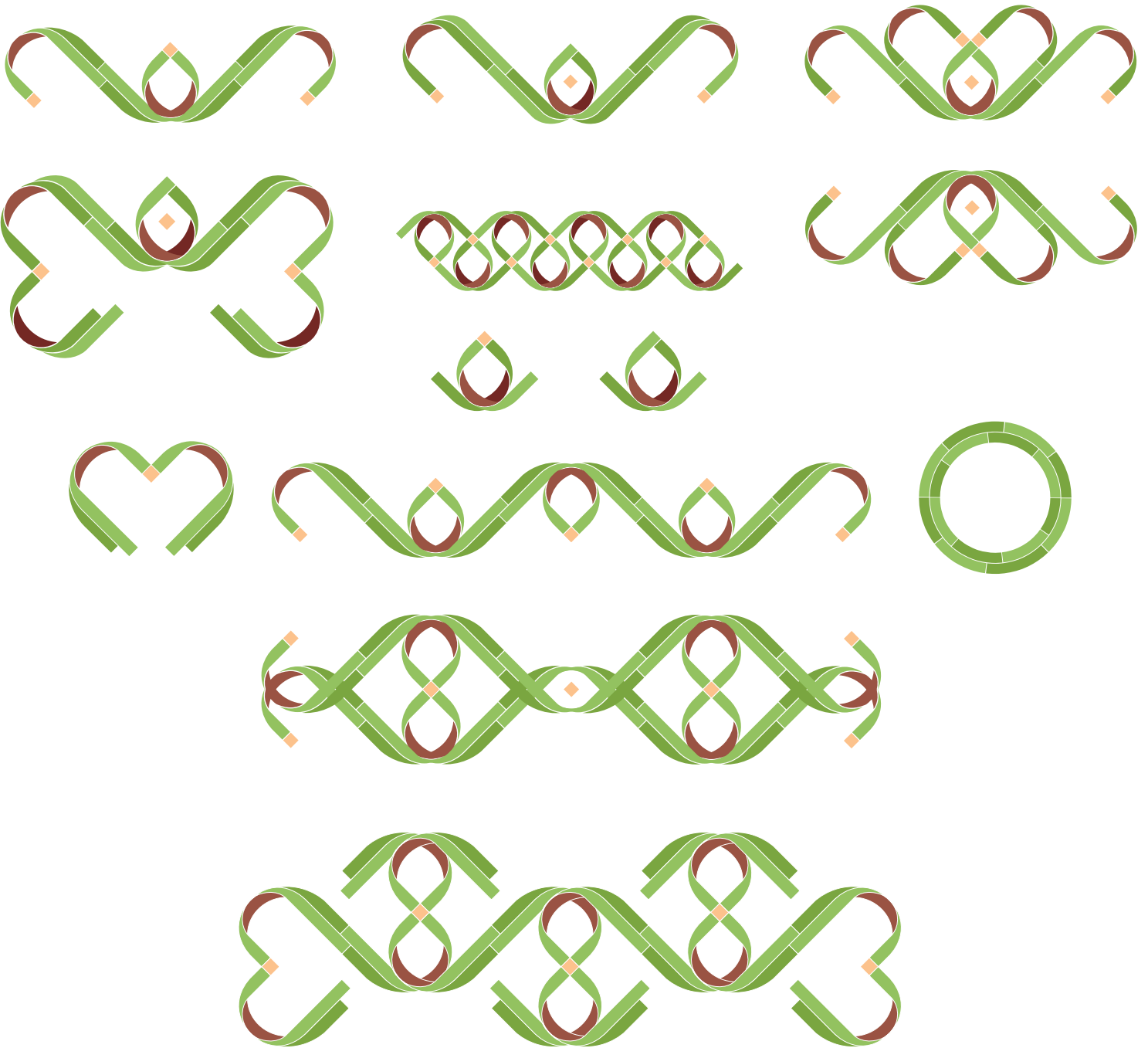
Suspendisse potenti. Nulla urna nisi, consectetur eget posuere a, euismod laoreet risus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Etiam tincidunt mauris ligula, sit amet mattis diam luctus suscipit. Suspendisse malesuada convallis convallis. Integer congue, ante vel ornare porta, lectus metus aliquam lectus, id fermentum felis mi eget arcu. Sed tortor arcu, imperdiet sit amet interdum vitae, pellentesque a mauris. Phasellus sodales felis sed convallis egestas. Quisque consequat ultrices dolor, a consectetur purus eleifend vitae. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Phasellus est felis, suscipit in erat in, laoreet maximus justo. Aliquam erat volutpat. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Integer ut lobortis purus. Mauris iaculis est ac blandit vulputate. Proin suscipit fermentum odio feugiat eleifend.





Assets Chains

Use any of these decorations to help add interest to various materials. Do not attach the logo to them.



Assets Medallions

Use any of these decorations to help add interest to various materials. Do not attach the logo to them.

