



### Logotype & Symbol

give me  
**marketing**



### Alternative Symbol

**gmm**



### Brand Colors



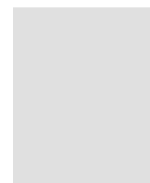
#FFCB06  
C0 M19 Y100 K0  
P: 116 C



#231F20  
C70 M68 Y64 K74  
P: Neutral Black C



#207c88  
C84 M37 Y41 K7  
P: 7713 C



#E0E0E0  
C11 M8 Y9 K0  
P: 7541 C

### Logotype clear space



x= half of logo height



x= half of symbol height

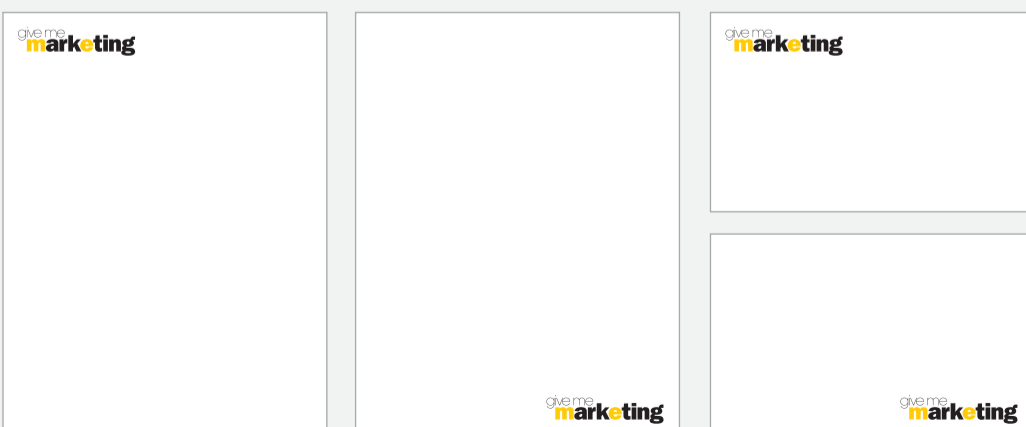


x= half of logo height

### Icons



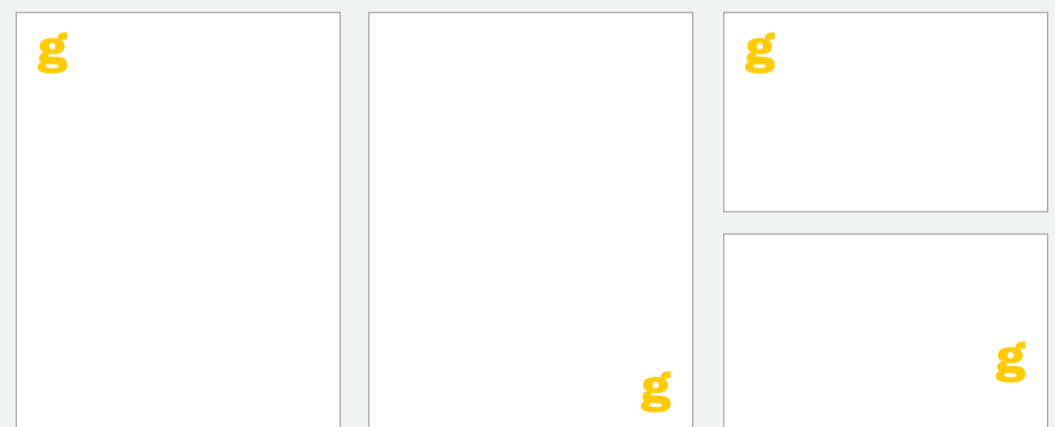
### Logo Placement



primary

secondary

### Symbol Placement



primary

secondary

## Logo Typography

### ITC Franklin Gothic - Std Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### ITC Franklin Gothic - Std Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Title Typography

### Merriweather - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Merriweather - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Paragraph Typography

### Merriweather Sans - Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Merriweather - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Heading Hierarchy

# H1 heading

Merriweather  
#333333 | Weight: 300 | Style: Normal | Size: 66px

## H2 heading

Merriweather  
#ffbda0 | Weight: 500 | Style: Bold | Size: 46px

### H3 heading

Merriweather  
#333333 | Weight: 300 | Style: Normal | Size: 36px

#### H4 heading

Merriweather  
#333333 | Weight: 300 | Style: Normal | Size: 26px

#### H5 heading

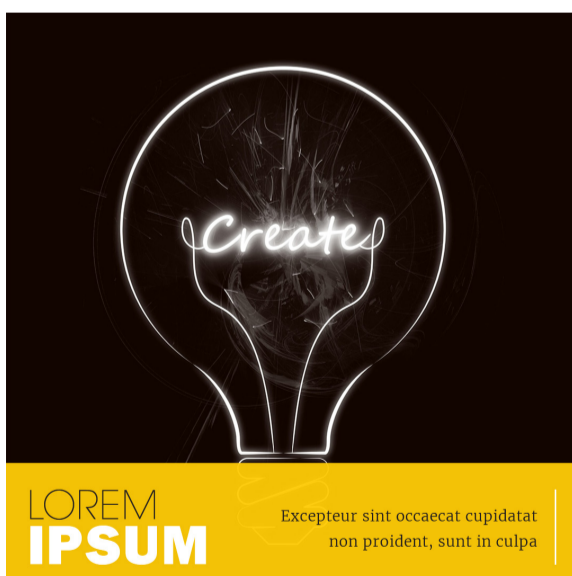
Merriweather  
#ffbda0 | Weight: 500 | Style: Bold | Size: 24px

#### H6 heading

Merriweather  
#333333 | Weight: 500 | Style: Bold | Size: 18px

## Use of Imagery

### Post Image



#### Title Fonts:

ITC Franklin Gothic - Std Extra Light  
**ITC Franklin Gothic - Std Heavy**  
Color: #231F20 | Color: #ffffff

#### Subtitle font:

Merriweather - Light  
Color: #231F20

### Quote template



#### Regular font:

ITC Franklin Gothic - Std Extra Light  
Color: #231F20

#### Highlight Font

**ITC Franklin Gothic - Std Heavy**  
Color: #ffffff

### Web Mockup



#### Title Fonts:

ITC Franklin Gothic - Std Extra Light  
**ITC Franklin Gothic - Std Heavy**  
Color: #231F20 | Color: #FFCB06

#### Description fonts:

**Merriweather Sans - Extra Bold**  
Merriweather - Regular  
Color: #231F20 | Color: #231F20