

SAMPLE BRAND BOARD TWO

Main Logo

ruth prescott

Alternate Logos and Submarks

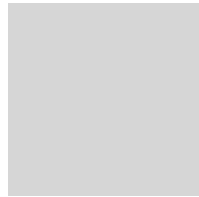
ruth prescott  
ruth prescott

R.P.  
R.P.

Color Palette



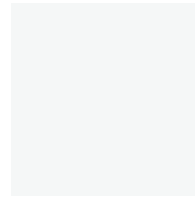
RGB: 70, 70, 70  
Hex: #464646



RGB: 214,214, 214  
Hex: #d6d6d6



RGB: 199, 23, 23  
Hex: #c71717

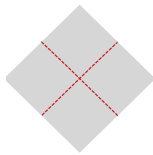
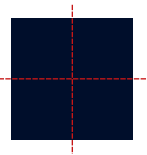


RGB: 244, 244, 244  
Hex: #f4f4f4



RGB: 0, 14, 43  
Hex: #000e2b

Graphic Elements



(These graphics will change color, as appropriate, to fit the logo color selected.)

Fonts

Logo

Bell MT,  
Bold, All Lowercase

abcdef  
ghijklmn  
opqrst  
uvwxyz

Headers

Bell MT, Bold

AaBbCcDd  
EeFfGgHhIi  
JjKkLlMmNn  
OoPpQqRrSs  
TtUuVvWw  
XxYyZz

Body

Fira Sans

AaBbCcDd  
EeFfGgHhIi  
JjKkLlMmNn  
OoPpQqRrSs  
TtUuVvWw  
XxYyZz