

WINSOR CONSULTING GROUP, LLC.

BRAND STANDARDS 2022

Approved Logos & Colors
Incorrect Logo Usage & Colors
Brand Typeface



WINSOR CONSULTING LOGO

The Winsor Consulting Group logo is the face of our brand. It's what directly correlates us to the world. It is a valuable asset that must be used consistently in the proper approved forms.

WINSORCONSULTING.COM
(877) 225-8211
MARKETING@WINSORGROUP.COM

Primary Logos (on light colors)



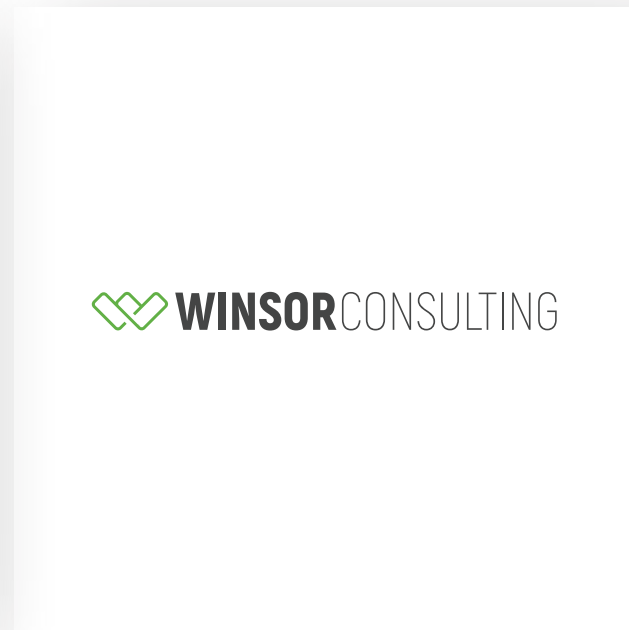
Primary Logos (on dark colors)



Brand Standards

02 Logo

Additional Approved Logos



Brand Standards

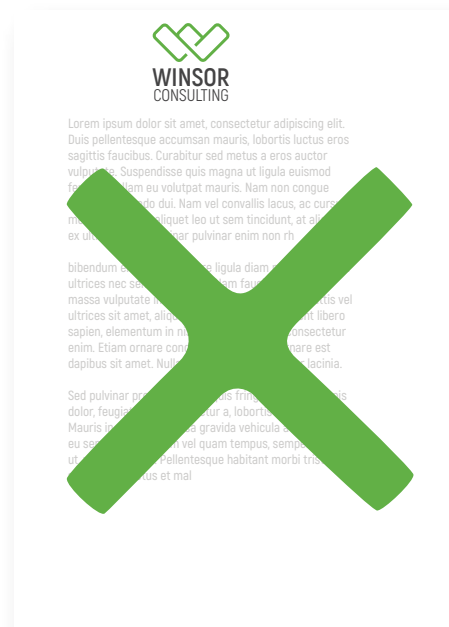
03 Logo usage



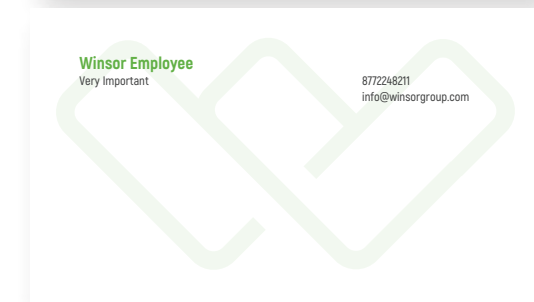
Please allow adequate spacing at all times.



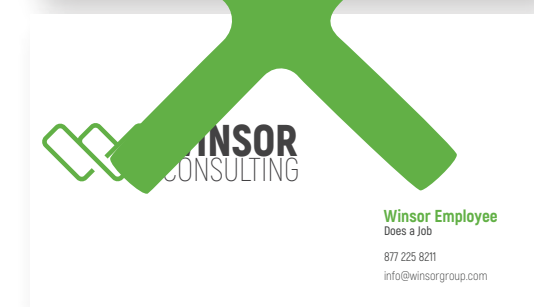
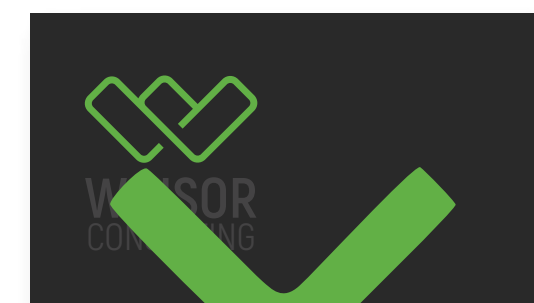
Letterhead example



Photography example



Business card example



Akrobat

Print Collateral Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvw

1234567890!@#\$%^&*()_+="':?><

Black

When wanting headers or a bold font, use Akrobat

Black. If that is not available, use **ExtraBold**.

Regular

When in use of paragraphs or basic documentation, use Akrobat Regular.

Light

(ALT) When in use of paragraphs or basic documentation, use Akrobat Light.



Barlow

Web Collateral Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&()_+="':?><*

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><



Primary Color Palette



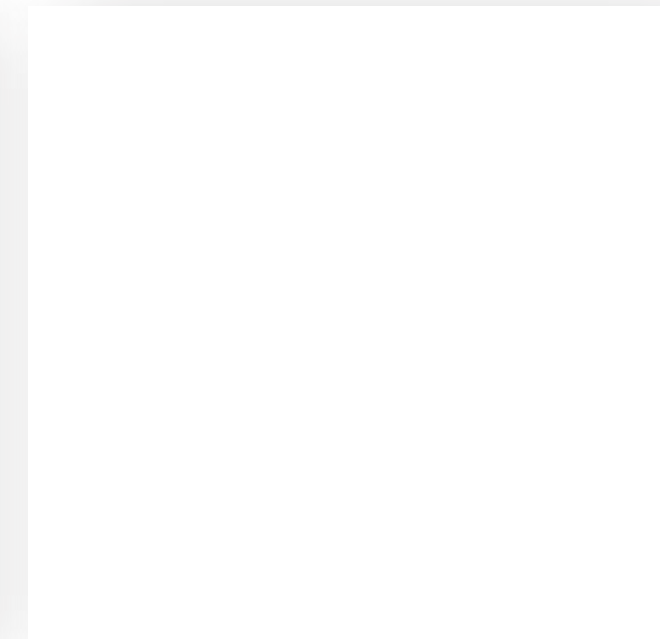
HEX 63B048
R 99 G 176 B 72
C 67 M 7 Y 99 K 0
PAN 7448 C



HEX 434444
R 67 G 68 B 68
C 67 M 60 Y 59 K 44
PAN 466 C



HEX 292929
R 41 G 41 B 41
C 71 M 65 Y 64 K 67
PAN BLACK C



HEX FFFFFFFF
R 255 G 255 B 255
C 0 M 0 Y 0 K 0
PAN WHITE





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