

*Smith & Hanks*

BRAND GUIDE



# FUTURA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Weights:

Light    **Medium**    **Bold**

## FONT

The font for use at Smith & Hanks was carefully chosen to give a modern and sophisticated look and feel. We are selling a product that is a luxury, but one that we hope comes across as very attainable to the masses.

When possible, adjust the tracking on Futura to 50. Also, paragraph leading should allow ample space inbetween lines, as shown here. All headlines, buttons, and navigation text should be in CAPS, and body copy should be in sentence case.





PANTONE 201C  
R: 163 G: 32 B: 53  
C: 24 M: 99 Y: 78 K: 18  
#A32035



R: 65 G: 64 B: 66  
C: 0 M: 0 Y: 0 K: 90  
#414042



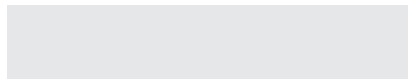
R: 112 G: 87 B: 132  
C: 63 M: 73 Y: 24 K: 6  
#705784



R: 188 G: 190 B: 192  
C: 0 M: 0 Y: 0 K: 30  
#BCBEC0



R: 175 G: 206 B: 182  
C: 32 M: 7 Y: 32 K: 0  
#AFCEB6



R: 230 G: 231 B: 232  
C: 0 M: 0 Y: 0 K: 10  
#E6E7E8

## COLORS

The colors used at Smith & Hanks are meant to appeal to both men and women, and give a clean, warm impression. Red is our signature color, with the purple and mint colors to be used more sparingly as accents. All body copy should be displayed in dark grey (#414042).



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## LOGO USAGE

The Smith & Hanks logo should be used in brand colors red, dark grey, and white only. Placing it over busy backgrounds should be avoided when possible. The logo should never be stretched, rotated, re-colored, or otherwise changed.

Additionally, proper spacing should always be left around the logo. Proper spacing is equal to 1/3 of the height of the logo.





*Smith & Hanks*

877-408-5402

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