

Keystone Capital Partners

Brand Guidelines

TYPOGRAPHY

Moderno FB Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Variations:

Thin Light *Italic* **Bold**

COLOR PALETTE



#323992

CMYK: 97/94/3/0

RGB: 50/57/146



#303D4C

CMYK: 82/68/49/41

RGB: 48/61/76



#C29146

CMYK: 23/43/84/3

RGB: 194/145/70

LOGO USAGE

These are the correct versions of our logo to use in specific cases according to color and contrast. Always use the logo that gives the highest color contrast between the logo and background.



Full Color

For use on white backgrounds.
This version should be used
whenever possible.



Dark

For use on light, non-white
backgrounds.



Light

For use on dark backgrounds.