

DESIGNED BY:



JANUARY 2022

KEYSTONE  
SOLUTION

**LOGO DESIGN & BRANDING STARTER KIT**



**KEYSTONE**  
**SOLUTION**

PRIMARY LOGO



WORDMARK - VERTICAL



WORDMARK - HORIZONTAL



MINIMALISTIC







# BRAND COLOR PALETTE

## PRIMARY COLOR



DARK  
CERULEAN  
#B40101

R: 180	C: 20
G: 1	M: 100
B: 1	Y: 100
	K: 13

Example

Inverse

Outlined

## SECONDARY COLOR



DARK  
GREY  
#A5A5A5

R: 165	C: 38
G: 165	M: 30
B: 165	Y: 31
	K: 0

Example

Inverse

Outlined

## ACCENT COLOR



BUDDHA  
GOLD  
#CB9900

R: 203	C: 21
G: 153	M: 39
B: 0	Y: 100
	K: 2

Example

Inverse

Outlined

# BRAND TYPOGRAPHY

PRIMARY FONT

**Trade Gothic LT (Bold)**

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

SECONDARY FONT

**Myriad Pro (Regular)**

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

# BUSINESS CARDS





- Residential & Commercial
- Property Maintenance
- General Contracting
- Construction & Development

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