



VERTICAL LOGO



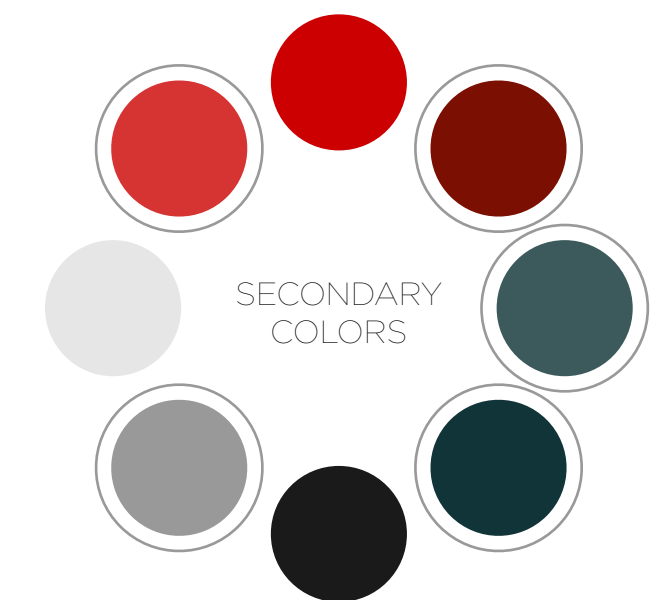
HORIZONTAL LOGO



COMPACT LOGO



PRIMARY COLORS



SECONDARY COLORS

TYPEFACES

GOTHAM [PRINT - TITLES, HEADERS]
GOTHAM [PRINT - TITLES, HEADERS]
GOTHAM [PRINT - TITLES, HEADERS]

ROBOTO [DIGITAL - BODY]
ROBOTO [DIGITAL - BODY]
ROBOTO [DIGITAL - BODY]



STYLE A



STYLE B



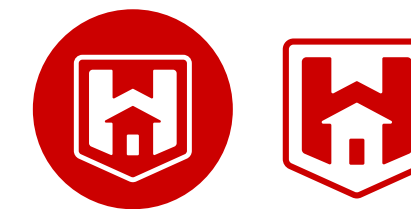
STYLE C



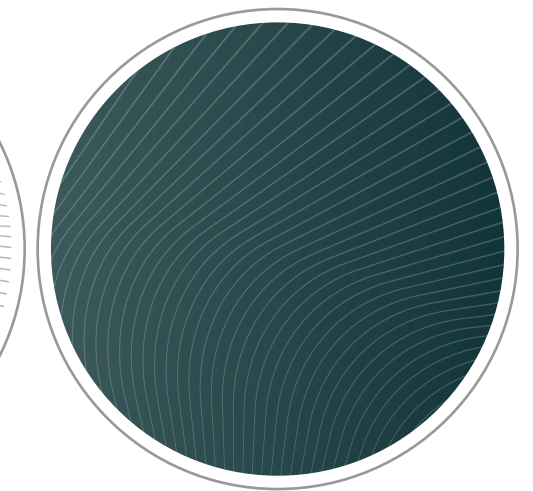
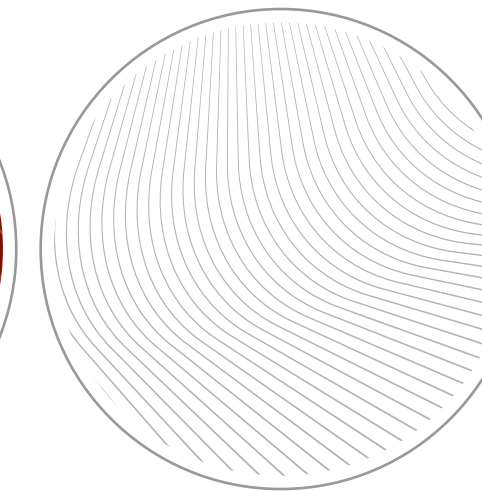
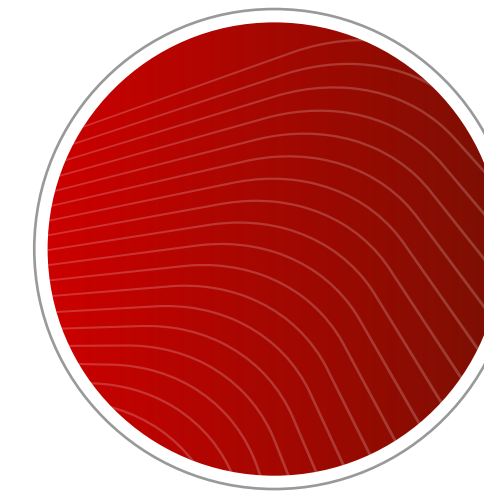
LOGOMARK



LOGOTYPE
HALLMARK
FINANCIAL



SOCIAL ICONS



TEXTURES & GRADIENTS



LOGO USAGE