



Official Logo & Branding Kit Info

Prepared by:

ART & DESIGN
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Fonts used for the logo:

Gotham

Logo font weight:

Gotham Bold

Font weight used for business cards, stationary & other:

Gotham Regular



Fonts & Type



Pantone
2738 C

Pantone
631 C

Pantone
7445 C

Pantone
7669 C

CMYK - Pantones - Printing Colors



#17097c

#209bb9

#8c91c4

#424680

RGB - HEX - WEB / Screen Colors

Color Chart

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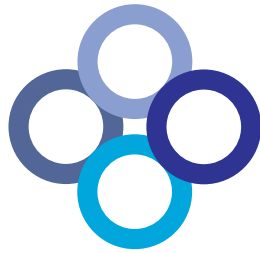
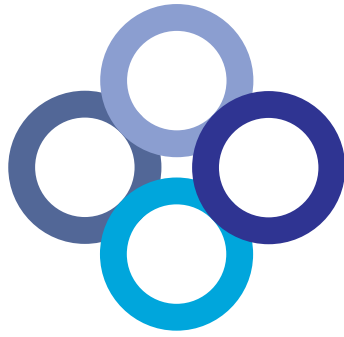
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Scale Values



Isolated Icons



The RAFT logo was designed with the intention of its main application against a white and or light-colored background. (Example Above) In the case of the logo needing to be a placed and applied against a background of dark color and values a white stroke is provided and displayed below. As your graphic designer I am here to help apply and place the logo in a myriad of ways to help achieve the best visible outcome. Sometimes this is beyond our control as the logo needs to be “submitted” for application with a series of many other graphics. If this is the case, it is helpful to “see” in advance how things will appear.



Logo Application