



KING STONEWORKS

BRAND & STYLE GUIDE

How to use this document:

This document is intended to be a tool to help explain and visually show how the King Stoneworks brand should be presented. The King Stoneworks brand should be consistent throughout all marketing materials. All people who work with your brand should utilize this guide to ensure that all material look like they are coming from the same source and your brand remains clean, strong and recognizable through all media platforms.

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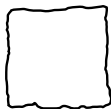
BRAND COLORS



HEX 000000
RGB 35 31 32
CMYK 0 0 0 100
PMS Red 032 C



HEX 5175AB
RGB 81 117 171
CMYK 74 52 10 0
PMS Red 032 C



HEX ffffff
RGB 255 255 255
CMYK 0 0 0 0
PMS Red 032 C



HEX 5B5C5D
RGB 91 92 93
CMYK 63 55 53 26
PMS Red 032 C



HEX A09F9F
RGB 160 159 159
CMYK 40 32 33 0
PMS Red 032 C



KING
STONWORKS



KING
STONWORKS

HIGH TOWER TEXT

HEADER ■ HIGH TOWER TEXT

As often as possible, a header should be left justified, capitalized and should not be featured in the brand's primary blue color when placed directly under the logo.

Sub Header ■ Brother 1816 Bold

May be featured in any brand color (different from header) and must be at least 1.5 pts. smaller than the header.

Body copy ■ Brother 1816 Regular

May be black or white depending on background and at least .5 pts. smaller than the sub header.

- When **Brother 1816** is not available, **Trebuchet MS** may be used.



NO →



I AM A HEADER

And I am a Sub Header

I am the body with information to share

YES →



I AM A HEADER

And I am a Sub Header

I am the body with information to share



Logo on black



Logo on white

If logo is featured on blue, 'STONEWORKS' and/or KING may be white

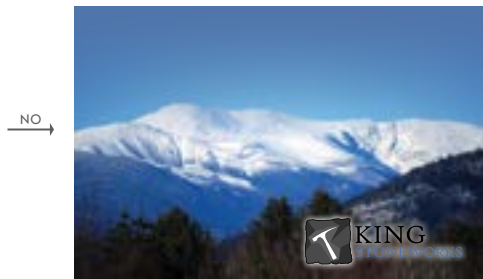


LOGO SIZE

Outside design elements should not appear within the clear space around the logo.

The space = $1/2$ the height of the stone icon.





Shadows and glows should be used only when the design absolutely calls for it.





KING STONEWORKS

MISSION

To create exceptional focal points for luxury homes through distinguished masonry that is both beautiful and functional. Our experienced tradesmen deliver a superior product with pride in craftsmanship, high quality materials and open communication.

603-520-1175 ■ KINGSTONEWORKS.COM



[/kingstoneworks](https://www.facebook.com/kingstoneworks)