



VERDIGRIS
PROJECT
KBMF & BUTTE-SILVER BOW ARCHIVES

THE VERDIGRIS PROJECT

Logo Style and Usage Guide
October 26, 2020

The Verdigris Project logo is designed to be the face of the business and the cornerstone of all encompassing branding and identity made to promote you and your business to the public and potential clients. Consistent use of the logo, color palette, and fonts are essential tools to establishing and maintaining the brand identity as well as gaining instant recognition of The Verdigris Project through all marketing channels, media, and printed collateral.

LOGO SET

A consistent set of logos was designed with individualized branding strategy taken into consideration to customize your communication regardless of the medium. Whenever possible, use the main full-color version of the logo, though keep in mind the importance of having a high degree of contrast between the logo and the background it is placed on. This is essential to create the highest degree of visibility. Whenever possible, leave a minimum of 3/16 inch space between the logo and any surrounding text or illustrations unless otherwise appropriate. Try to avoid using the logo on busy backgrounds or photos.

Main Full Color



Horizontal Full Color



Main Black and White



Horizontal Black and White



COLOR PALETTE

The color palette and range of tones add nuance, depth, dimension, and uniqueness to the brand and create a more engaging experience with customers. Similar to the use of the logo image, consistent use of colors serve to reinforce The Verdigris Project brand and identity throughout the public. The logo is built around 3 main colors. This palette should have the highest priority and widespread use when creating all of your marketing materials. Branding with color is a strategy that contributes to consistency and brand recognition.

CYMK: 16, 49, 73, 54
RGB: 117, 78, 44
Hex: #754e2c

CYMK: 62, 23, 41, 1
RGB: 104, 159, 153
Hex: #689e98

CYMK: 19, 35, 54, 2
RGB: 203, 162, 123
Hex: #cba27b

CYMK: 0, 0, 0, 100
RGB: 0, 0, 0
Hex: #000000

Color Code Key:

CYMK: Printed Collateral
RGB: Digital Collateral
Hex: Web

TYPOGRAPHY

Typographical consistency allows for unity in branding across various media with legible and readable typefaces. A brand's typeface is its visual voice; differentiating your brand from others while holding an ability to be a flexible tool. To develop improved brand recognition, it is recommended materials utilize the following typeface established in the logo:

The Verdigris Project logo consists of two main typefaces: Bebas and Gill Sans

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789