BLUESTONE LANDSCAPING
STYLE GUIDE

PRIMARY LOGO

BLUESTONE
LANDSCAPING

SECONDARY LOGO

BLUESTONE
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ICON

Primary logo use as first option.

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Secondary logo to be used in smaller spaces or horizontal space. Icon used as supporting logo.

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FONTS

Main font for documents to maintain the brand look and feel.

Aa

Forma DJR Micro

Forma DJR Micro | Black | Headlines
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 12345678910

Forma DJR Micro | Regular | Body Copy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 12345678910

Usage example:

HEADLINE IN CAPS

Supporting body copy should be written in a smaller sized font utilizing Forma DJR Micro regular font.

COLOR PALETTE

Hex: #37679E RGB: 55 103 158 CMYK: 85 61 14 1	Hex: #1C437E RGB: 28 67 126 CMYK: 100 84 23 7	Hex: #1B2F5C RGB: 27 47 92 CMYK: 100 89 34 29	Hex: #252635 RGB: 37 38 53 CMYK: 81 75 52 60