

# Brand Standard Practices Guide

for Neillie Leadership Group

## Colors Used: (RGB)

Primary:

#8497A5

#4682B4

Accent:

#2A324B

## Fonts Used:

**MONTSERRAT BOLD**



MONTSERRAT REGULAR

Montserrat, both Bold and Regular, is a free font and is included in this Brand Identity Kit.

## Suggested Use of Fonts:

We recommend always making your H1 titles in ALL CAPS and in **MONTSERRAT BOLD** font, in steel blue #4682b4 color to match the logo.

We recommend always making your H2 titles in ALL CAPS and in **MONTSERRAT REGULAR** font, in light steel blue / gray #8497a5 to match the logo. H2 should be about 40% smaller than H1.

For Body font, we recommend Open Sans as it pairs very well with Montserrat. Body font should be in midnight blue #2a324b.