

Branding Guide

Full Logo:



Alternate versions:



Grayscale



Black Only



Reversed

Logo Components:



Mark

ROGER'S

Logotype

PLUMBING & HEATING

Tagline

Acceptable Fonts:

Display Typeface

**BROTHERS OT
BOLD**

Text / Display Typeface

Futura PT Cond
BOOK

Required Space Allowance:

Colors / Inks:

■ C = 0%
M = 0%
Y = 0%
K = 100%

■ C = 84%
M = 49%
Y = 0%
K = 0%

■ Yellow(left stop): C: 0% M: 0% Y: 86% K: 0
■ Orange (Mid) : C: 1% M: 52% Y: 78% K: 0
■ Red (right stop): C: 0 M: 100% Y: 97% K: 0