

WOMACK

WOMACK IRON, LLC.



VISUAL STYLE GUIDE

October, 2018

INTRODUCTION

The Womack Iron brand is comprised of three core elements; logos, colors, and typeface. The following pages lay the foundation and provide guidance on how to properly use these core elements.

LOGOS

Womack Iron has two logo versions, a black and a white. Don't alter the shape, proportion, color or orientation of the logos. Keep 'em black and white, and only as they appear below. Provide at least as much padding around the logo as what we've displayed below. This helps our logo appear clean and uncluttered.



Black



White

REQUIRED CLEAR SPACE



COLOR

Womack Iron's primary colors are black and white. Always use rich black when printing.

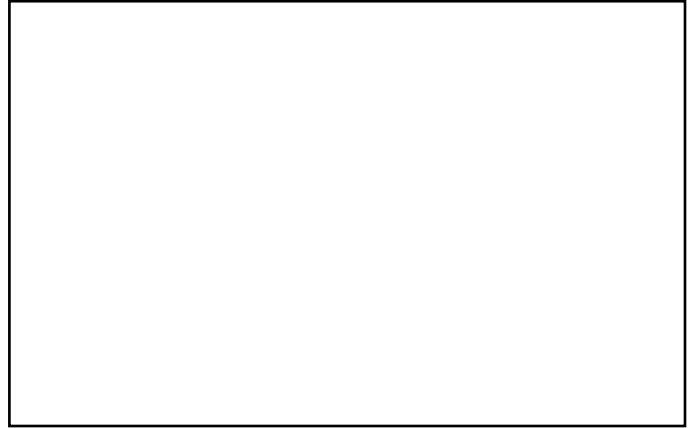


BLACK

CMYK: 100, 100, 100, 100

RGB: 0, 0, 0

HEX: #000000



WHITE

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

HEX: #ffffff

SECONDARY COLOR

All designs can not consist of black and white. To overcome complicated design challenges, we have a secondary palette.



BLACK 60%

CMYK: 100, 100, 100, 100

RGB: 60, 53, 51

HEX: #3c3533



BLACK 40%

CMYK: 100, 100, 100, 100

RGB: 108, 99, 97

HEX: #6c6361



BLACK 20%

CMYK: 100, 100, 100, 100

RGB: 169, 163, 161

HEX: #a9a3a1



BLACK 10%

CMYK: 100, 100, 100, 100

RGB: 206, 202, 200

HEX: #cecac8



BLUE

CMYK: 70, 37, 0, 0

RGB: 76, 149, 202

HEX: #4c8cca

TYPEFACE

Womack Iron's font of choice is Roboto. Roboto is available for download via Google Fonts.

ROBOTO

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto Thin

Roboto Thin Italic

Roboto Light

Roboto Light Italic

Roboto Regular

Roboto Italic

Roboto Medium

Roboto Medium Italic

Roboto Bold

Roboto Bold Italic

Roboto Black

Roboto Black Italic