

Brand Standard Practices Guide

for Forte Organizers

Colors Used:

Primary:			
	#5D5795	#429190	#A9CF3D
Accent:			
	#9993C7	#62B6B5	#CEE07C

Fonts Used:



Estilo is a premium font, which means a license must be purchased to use it. It is available for \$21 here: <http://www.myfonts.com/fonts/dstype/estilo>

Trade Gothic is also a premium font. It is available for \$35 here: <https://www.myfonts.com/fonts/adobe/trade-gothic/regular/>

Suggested Use of Fonts:

Roboto pairs quite nicely with the company logo, and that is the font that is used on the company website.

For H1 / header titles, use

Roboto Medium

in purple #5d5795, size 60 pt.

For H2 / subheader titles, use

Roboto Condensed Regular

in purple #5d5795, size 40 pt.

For all Body text, use

Roboto Condensed Regular

in purple #5d5795, size 28 pt.