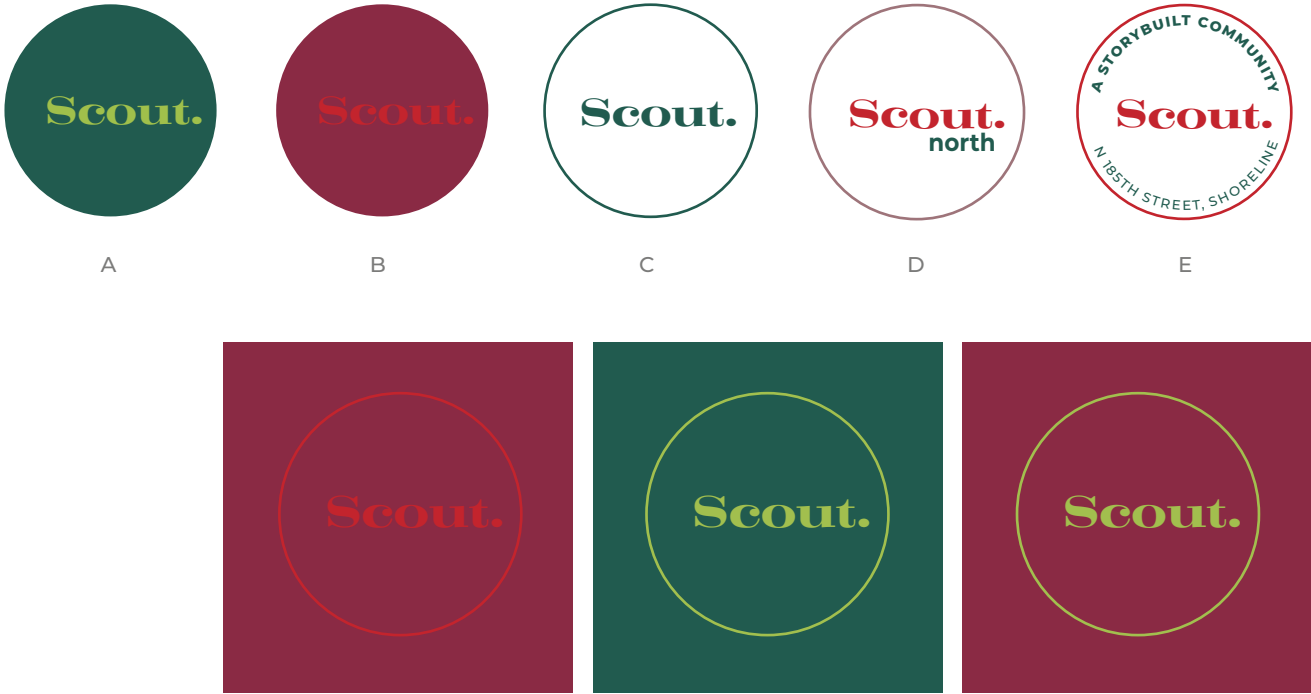


Nexr Chapter Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

LOGOTYPE



A: simple, B: inverted, C: address, D: geo, E: Stamp

TYPOGRAPHY

PRIMARY

Craw Modern - bold (Logo)

SECONDARY

Montserrat - Medium (Headings)

AaBbCcDd012345

AaBbCcDd012345

ABCDEFGHIJKLMNPPQRS

ABCDEFGHIJKLMNPPQRSTUVWXYZ



Case: Sentence case Tracking: 0

Case: Sentence case Tracking: 0

COLOR



Scout Green
RGB 37, 92, 79
HEX #255C4F
CMYK 60, 0, 14, 64
PMS 626 C



Red Violet
RGB 138, 44, 69
HEX #8A2C45
CMYK 0, 68, 50, 46
PMS 7641 C



Middle Green
RGB 163, 191, 78
HEX #A3BF4E
CMYK 15, 0, 59, 25
PMS 2303 C



Fire Engine
RGB 194, 38, 45
HEX #C2262D
CMYK 0, 80, 77, 24
PMS 711 C

PHOTOGRAPHY

Image selection is responsible for projecting the values of Frank, Storybuilt to our home owners, investors and just as importantly, internally to our Storybuilt team.. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc.



BLENDING MODES



To improve legibility of typography and branding use this overlay approach to mute the image contrast and help push graphic layer forward.

- 1. Charcoal background
- 2. Photograph 60% Opacity



Charcoal
CMYK: C-61 M-53 Y-54 K-52
RGB: R-66 G-68 B-67
HEX: #424443

