



anchored

business consulting services, LLC



LOGO COLOR VALUES



Pantone: 293U
CMYK: 92,71, 1, 0
RGB: 33, 90, 168
Hex: #215aa8

100% Black / 70% opacity

Original logo can work on dark background or select for a reverse option

COLOR HARMONIES

Monochromatic



Pantone: 293U
CMYK: 92,71, 1, 0
RGB: 33, 90, 168
Hex: #215aa8



Pantone: /
CMYK: 86,67, 20, 4
RGB: 56, 92, 142
Hex: #385c8e

Other



Pantone: 375C
CMYK: 47,0, 100, 0
RGB: 147,213, 0
Hex: #93d500

Complimentary



Pantone: 293U
CMYK: 92,71, 1, 0
RGB: 33, 90, 168
Hex: #215aa8



Pantone: /
CMYK: 25,72,100,15
RGB: 168,88,38
Hex: #a85721

Split Complimentary



Pantone: 293U
CMYK: 92,71, 1, 0
RGB: 33, 90, 168
Hex: #215aa8



Pantone: /
CMYK: 43,21,100,11
RGB: 156,168,57
Hex: #9da821



Pantone: /
CMYK: 23,95,100,16
RGB: 168,44,34
Hex: #a82c21



LOGO
 FONTS



Andada Bold

Andada Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
abcdefghijklm
nopqrstuvwxyz

by Carolina Giovagnoli for **Huerta Tipográfica**.

Andada is a text font with an organic-slab serif, hybrid style, a solid design of medium stroke contrast. This font has received an award at the Ibero-America Design Biennial. The Biennial has been shown in Spain, Argentina, Chile, El Salvador, Uruguay, Bolivia, Colombia and Venezuela.

Huerta Tipográfica is a collaborative Argentinian type foundry with a deep respect for design and typography. Founded in 2009, the company began as a place to meet, cooperate, and share experiences while collaborating on academic and commercial projects. Huerta Tipográfica develops custom and retail fonts with libre, proprietary, or exclusive licenses, and is strongly committed to creating innovative and functional type. Their award-winning work has been recognized by Letter.2, Tipos Latinos, and the Bienal Iberoamericana de Diseño.



LOGO
LOGO SIZES



3"



2"



1"



0.8"



0.7"

- 1" wide, LLC text is removed. For legibility
- 0.8" wide smallest size allowed
- 0.8 or 0.7" inch wide or smaller will be stacked.



LOGO

LOGO VARIATIONS



Original Logo should be used when possible



Stacked Logo To be used as Support to Brand such as Favicon, App Icon



Horizontal version to be used when logo placement area is mainly horizontal ie: signage, letterboard



LOGO LOGO RULES

Smallest Size Original Logo 0.8" | 57px

Smallest Stacked Logo Size: 0.6" | 43px



Color version should be used whenever possible. Optimal background color for logo placement on white or light warm color background. Logo should never be boxed in or not show contrast with background. When this occurs use reverse version of logo or the one color logo.



Logo boxed in



Little contrast with background



Use Reverse Option

Use Light color backgrounds (higher contrast with light warm colors)



Welcome to business

Text or objects around the logo should give a space of at least the width of negative space in icon

Lorem ipsum Anchored Business Consulting Services dolor sit amet, consectetur adipiscing accumsan elit. Sed sit amet augue et leo pellentesque pulvinar. Quisque eu sapien nec lorem varius hendrerit. Donec non aliquam ipsum. Phasellus nec lacus nisi, ac accumsan arcu. Nulla in justo quis odio tincidunt tincidunt eu id sem. Sed quis blandit sapien. Phasellus eros nibh, commodo vel viverra vitae, lobortis eu nulla.

Nullam ultricies pulvinar viverra. Phasellus tempor malesuada fermentum. Suspendisse

TEXT

Titles: Andada Bold (Sentence case)
Hex Color: #385c8e

Body Text: Roboto Regular
black or dark purple #2d1e32

The word Anchored Business Consulting Services, LLC should always be TitleCase in blue pantone 293U.



Business Card

Anchored
business consulting services, LLC www.anchoredbcs.com

Regina Grant Peterson
Managing Member (562) 900-9221
regina@anchoredbcs.com

2271 W. Malvern Ave #332
Fullerton, CA 92833




Envelope

Anchored
business consulting services, LLC
2271 W. Malvern Ave #332, Fullerton, CA 92833
www.anchoredbcs.com

Ernesto Comodo
126 E.64th st
Los Angeles, CA 90003

30+ Years Helping Small Businesses



Email Signature



Regina Grant Peterson
Managing Member
(562) 900-9221
regina@anchoredbcs.com

30+ Years Helping Small Businesses
www.anchoredbcs.com

Letterhead

Anchored
business consulting services, LLC 2271 W. Malvern Ave #332, Fullerton, CA 92833 | (562) 900-9221 | info@anchoredbcs.com | www.anchoredbcs.com

The European languages are members of the same family. Their separate existence is a myth. For science, music, sport, etc, Europe uses the same vocabulary. The languages only differ in their grammar, their pronunciation and their most common words. Everyone realizes why a new common language would be desirable: one could refuse to pay expensive translators. To achieve this, it would be necessary to have uniform grammar, pronunciation and more common words. If several languages coalesce, the grammar of the resulting language is more simple and regular than that of the individual languages.


The new common language will be more simple and regular than the existing European languages. It will be as simple as Occidental; in fact, it will be Occidental. To an English person, it will seem like simplified English, as a skeptical Cambridge friend of mine told me what Occidental is. The European languages are members of the same family. Their separate existence is a myth. For science, music, sport, etc, Europe uses the same vocabulary. The languages only differ in their grammar, their pronunciation and their most common words. Everyone realizes why a new common language would be desirable: one could refuse to pay expensive translators.

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Sincerely

30+ Years Helping Small Businesses





Anchored
business consulting services, LLC

THANK YOU

Brand Guideline presented by 907K. More info: ernesto@907k.com | 310.822.6980