

MAIN
MASCOT

NEWMAN SMITH BRANDING GUIDELINES



FONT: CENTURY GOTHIC

MASCOT



MASCOT MISUSE



DO NOT BEND OR STRETCH



DO NOT ADD OBJECTS

LOGO



COLORS



2465 C

CMYK: 78, 0, 9, 43
RGB: 30, 111, 48
HEX: #136432



7563 C

CMYK: 2, 34, 88, 8
RGB: 214, 154, 45
HEX: #CE9C2B