











BRAND GUIDELINES

We want these brand guidelines to help you and save you time. With that in mind, we've kept them short and illustrative.

Forbes Baxter Associates Logo

The logo pack includes the following versions of our logo

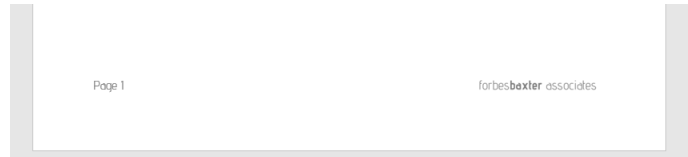
| Forbes Baxter Associates Logos | |
|--------------------------------|--|
| Landscape Reverse |  |
| Landscape Standard |  |
| Portrait Centre Reverse |  |
| Portrait Centre Standard |  |
| Portrait Left Reverse |  |
| Portrait Left Standard |  |
| Portrait Right Reverse |  |
| Portrait Right Standard |  |
| Icon Reverse |  |
| Icon Standard |  |

**Forbes Baxter Associates Logo
Formats**

Use JPGs on standard documents where a white background is OK and you don't need to enlarge the logo beyond A3.

JPGs

We often use JPGs for logos in page footers and headers.



Use PNGs on images where you don't want to see a white background around the logo.

PNGs



PDFs

Use PDFs when you want to scale the logo to a much larger size. PDFs can be scaled without loss of quality.

SVGs

Use SVGs where you want a scalable image and your application doesn't import PDFs.

Bleed

Use the bleed version of the logos when you want space added around them.

Cropped

Use the cropped version of the logos when you want to align them exactly with other objects on a page.

Forbes Baxter Associates Colours

Our corporate colours are as follows:

| | | |
|--|--|---|
| <p>Black Pantone Black 6C CMYK 0 0 0 100 RGB 0 0 0 Hex #000000</p> | <p>Grey Pantone 7540C CMYK 67 54 46 40 RGB 75 79 84 Hex #4B4F54</p> | <p>Grey Pantone 4278C CMYK 47 39 31 14 RGB 126 126 130 Hex #7E7E82</p> |
| <p>Dark Blue Pantone 662C CMYK 100 87 0 36 RGB 0 26 112 Hex #001A70</p> | <p>Light Blue Pantone 658C CMYK 29 11 0 0 RGB 177 201 232 Hex #B1C9E8</p> | <p>Orange Pantone 1665C CMYK 0 82 100 0 RGB 220 68 5 Hex #DC4405</p> |

Forbes Baxter Associates Typefaces

We use Opens Sans for most text. This is a free [Google font](#).

We use Advent Pro for headings. This is a free [Google font](#).



This icon (from Microsoft Word) denotes Quick options in Little Black Books.



This icon (from Microsoft Word) denotes Thorough options in Little Black Books.



This icon (from Microsoft Word) denotes Downloads in Little Black Books.