

STYLE GUIDE

BRAND STYLE GUIDE Farrow Contracting Inc. | CREATED October 2025

This style guide is a reference for our internal design team, vendors and others who are authorized to work with the Farrow Contracting Inc..

Use this document as a guide to keep the Farrow Contracting Inc. consistent in all use cases.

Though all elements of the Farrow Contracting Inc. Brand are outlined in this document, they all may not be appropriate in every situation. Take care in selecting the right visual element for the project.

Any logo, color, typeface or visual element that is not listed in this document requires approval from our design team. As always, please do not distort our graphic elements by changing the aspect ratio, shape, or color.

For questions concerning the content of this style guide please reach out to the Farrow Contracting Inc..



FULL COLOR LOGO VARIATIONS



Primary Logo



Secondary Logo



Icon

Primary or secondary logos should always be used unless sizing constraints prohibit legibility, in which case, use the brand icon.

Logos should be used only in colors shown here or in solid black or white.

FULL COLOR REVERSED LOGO VARIATIONS



Primary Logo



Secondary Logo



Icon

For dark backgrounds, use the reversed logo variations.

LOGO CLEAR SPACE



FONTS

Aviano Serif Black

AABbCc 123
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*^

Gill Sans MT Bold

AaBbCc 123
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*^

Gill Sans Regular

AaBbCc 123
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*^

USE AVIANO SERIF BLACK FOR HEADLINES
GILL SANS MT BOLD MAY BE USED IN ALL CAPS FOR SUB-HEADS

Use Gill Sans Regular for body copy. While all weights in each font family may be used, prioritize the Black weight for Aviano Serif and the Bold weight for Gill Sans MT.

Your logos should have a clear space margin equal to, at a minimum, 1/2 of the x-height of letters in the logo or mark being used. No other visual elements should enter this space.

This padding around the mark ensures that the logo is highly legible and will read correctly at all sizes.

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COLOR PALETTE

BLACK: RGB: 0 0 0 CMYK: 75 68 67 90 HEX: #000000 75% TINT 50% TINT 25% TINT	COBALT BLUE: RGB: 40 63 149 CMYK: 99 90 3 0 HEX: #283F95 75% TINT 50% TINT 25% TINT	GREYSCALE STREETS: RGB: 173 172 172 CMYK: 34 28 28 0 HEX: #ADACAC 75% TINT 50% TINT 25% TINT	OCEAN: RGB: 47 182 234 CMYK: 66 8 0 0 HEX: #2FB6EA 75% TINT 50% TINT 25% TINT
			STEEL BLUE: RGB: 67 135 199 CMYK: 73 39 0 0 HEX: #4387C7 75% TINT 50% TINT 25% TINT
			LIGHT BLUE: RGB: 135 214 246 CMYK: 42 0 0 0 HEX: #87D6F6 75% TINT 50% TINT 25% TINT

Brand Colors

Secondary Colors

Brand colors should always be used as the dominant colors in all use cases.

Secondary colors allow for design diversity and are used to highlight important elements in websites, social media, promotional materials, etc.

Use Black for body copy most often with white as body copy on dark backgrounds.

ASSET USAGE

