1a. Black Logotype

B·L BOOTH LAW

1b. Color Logotype

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2a. Heading Copy Typeface

A B C D E F G H I J K L M N
O P Q R T U V W X Y Z

a b c d e f g h i j k l m o
p q r t u v w x y z

1 2 3 4 5 6 7 8 9 ! ? @ $ &

Roboto Slab

Primary display typeface to be used for large type. This is the main typeface used for communicating the Booth Law brand.

2b. Body Copy Typeface

A B C D E F G H I J K L M N
O P Q R T U V W X Y Z

a b c d e f g h i j k l m o
p q r t u v w x y z

1 2 3 4 5 6 7 8 9 ! ? @ $ &

Noto Sans

Secondary typeface to be used for smaller descriptive text and body copy.

3. Colors

Primary Colors

HEX: #8DC63F
CMYK: 50, 0, 100, 0
RGB: 141, 198, 63
PMS: 7488C

HEX: #414042
CMYK: 0, 0, 0, 90
RGB: 65, 64, 66
PMS: 446C

HEX: #808285
CMYK: 0, 0, 0, 60
RGB: 128, 130, 133
PMS: 7488C

Secondary Colors

HEX: #F15A22
CMYK: 0, 80, 100, 0
RGB: 241, 90, 34
PMS: 7579C

HEX: #0A837F
CMYK: 85 30, 51, 7
RGB: 10, 131, 127
PMS: 7717C

4. Combinations

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