



24" wide sign

32" tall sign

10" top of the sign to sidewalk

88" bottom of the sign to sidewalk


CRAMER
& ASSOCIATES

Logo

It is important to know when and where to use different logo variations. To provide versatility and depth to our brand, we offer different versions of our identity that can be used in separate forms of communication.



Vertical Logo on White



Horizontal Logo on White

Logo Color Variations



Reverse out on Blue



Greyscale on white



Reverse out on Orange



Reverse out white, on black
(for black and white printing only)



Color Palette

Primary Colors



BLUE
PANTONE
315 C

RGB 0 117 141
HEX/HTML #00758d
CMYK 89 42 34 7



ORANGE
PANTONE
1495 C

RGB 247 141 45
HEX/HTML #f78d2d
CMYK 0 54 93 0

Secondary Colors



PURPLE
PANTONE
272 C

RGB 120 102 161
HEX/HTML #7866a1
CMYK 61 67 9 0



LIGHT BLUE
PANTONE
630 C

RGB 119 196 213
HEX/HTML #77c4d5
CMYK 51 5 14 0



DARK BLUE
PANTONE
3035 C

RGB 0 62 82
HEX/HTML #003e52
CMYK 100 66 48 38



GREY
PANTONE
4495 C

RGB 219 217 214
HEX/HTML #dbd9d6
CMYK 13 11 12 0



Black
80%



Black
50%



Black
10%

