MacPherson
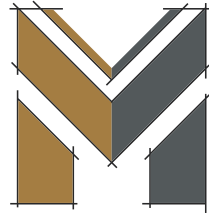
Construction & Design

Style Guide

The brand basics include a primary three-color logo, five-color palette, and three typefaces.

MacPherson
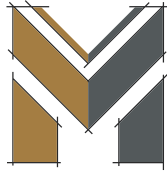## Construction & Design

Montserrat
Lane-Narrow
Zeitung

Primary

Alternate

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MacPherson
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MacPherson
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MacPherson
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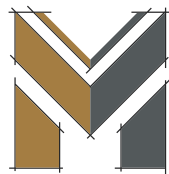
Versatility in a brands' logo is important to effectively present a brand cross-channel through the digital and print space.

The MacPherson Construction & Design brand has two logo options with different orientations—stacked and horizontal—as well as a stand alone logo mark.

The stacked logo should take priority in all layouts. If working within a more horizontal layout, the horizontal logo may be used. The logo mark should only be used in instances where it is paired with the brand name in another form or brand element—social media where a brand name appears as part of your profile or on business cards when paired with business info and a website url.
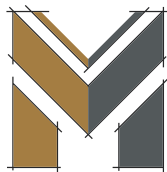
In addition to the primary set of logos, there is an alternate version, specifically for use when the preferred application or medium cannot provide the necessary detailing required by the primary set of logo options.

Logo Use

For brand consistency through design and voice it is important to use the logo variations as directed in this guide. The logos should never be altered in any way with respect to color, orientation, or proportion.

For best use, use the specific logos for their recommended use only, indicated on the previous page.

The logo should always be given clear space around the perimeter of each variation the width of at least the 'M', from other design elements and any edge of the design.

Logos may be placed in any location, as long as they are given clear space. The primary set of logos may only be placed on a solid white or gray background.

See the next page for additional options when working on darker backgrounds.
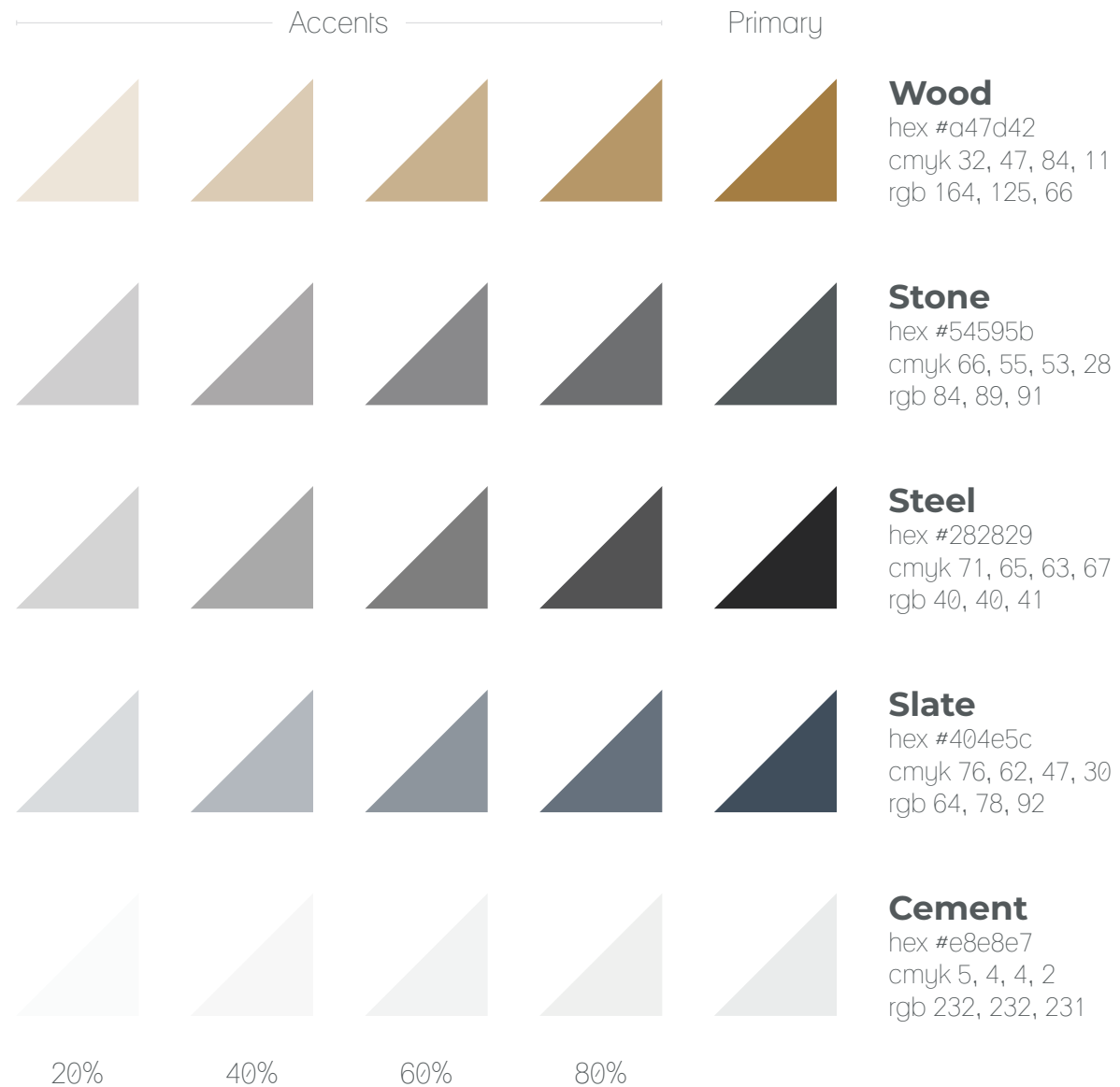
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Logo Use

When using a darker background colors for a design, the logos standard colors may be adjusted for optimal contrast. The logo should only be placed over solid color backgrounds only (no texture or lifestyle imagery).

For Stone and Slate background color blocks, the right half of the logo mark and name can be adjusted to Cement.

For Steel background color blocks, the right half of the logo mark and name can be adjusted to Cement, while the extension lines can be adjusted to Stone.

See the color palette on the next page for naming references.

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Color Palette

Wood
hex #a47d42
cmyk 32, 47, 84, 11
rgb 164, 125, 66

Stone
hex #54595b
cmyk 66, 55, 53, 28
rgb 84, 89, 91

Steel
hex #282829
cmyk 71, 65, 63, 67
rgb 40, 40, 41

Slate
hex #404e5c
cmyk 76, 62, 47, 30
rgb 64, 78, 92

Cement
hex #e8e8e7
cmyk 5, 4, 4, 2
rgb 232, 232, 231

20%   40%   60%   80%

The color palette consists of five different colors: Wood, Stone, Steel, Slate, and Cement, each with four recommended tints for per color.

The primary colors should be used for headlines, body copy, and blocks of color behind the logo, while the tints may be used for accents or color blocks behind any type.

Montserrat Bold
AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwXxYyZz

Montserrat Medium
AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwXxYyZz

Lane - Narrow
AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwXxYyZz

Zeitung Light
AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwXxYyZz

Zeitung Thin
AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwXxYyZz

Headline   Subhead   Body Copy   Web Safe

Typefaces

The typeface collection includes three font-familys— Montserrat, Lane, and Zeitung— with five font-weights.

Use the key below for appropriate use of the font-family and font-weight. Additional weights of these font-familys may be used, but sparingly, as too many font-weights within a design can become cluttered and confusing. There should always be an obvious hierarchy with the type treatments.

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