BUSINESS PLANNING GROUP

UNDERSTANDING WEALTH®

ABBREVIATED BRAND STANDARDS GUIDE

Contact Marketing@BusinessPlanningGroup.com if any questions arise.

© Business Planning Group

Brand Signature

The Brand Signature is the primary graphic of Business Planning Group. It must appear on all communications:

Brand Signature Colors

The Business Planning Group brand should always appear in the color configurations shown below. Altering colors is prohibited. Contact Business Planning Group for gold gradient settings.

CMYK: 18, 41, 100, 1
Hex: # d1982a
Pantone 1245c

Color Profile:
RGB: sRGBIEC61966-2.1
CMYK: Varies for different print materials.
Starting base is U.S. Web Coated (SWOP) v2

CMYK: 70, 50, 30, 100
Hex: # 00000d
Pantone Black 6 C

© Business Planning Group

Brand Signature Fonts

Preferred font for headers is: Trajan Pro.
Preferred font for body: Century Gothic
Web font is: Arial

Brand Signature Padding

The Business Planning Group Brand Signature requires a minimum space between it and any other object. This space can be determined by using the "B" from Business as a guide.

Brand Signature Minimum Size

1 inch height minimum.

© Business Planning Group