

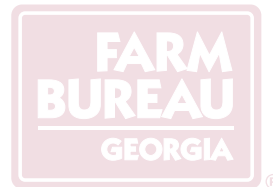
Georgia Farm Bureau

—Branding Guidelines—

PRIMARY LOGO
FONT: ITC KABEL BOLD



WATER MARK
13% OPACITY (PANTONE 202)



UNBOXED LOGO VARIATION
FONT: ITC KABEL BOLD

**FARM
BUREAU**

GEORGIA

PRIMARY LOGO COLOR VARIATIONS

FULL COLOR



BLACK



WHITE



INVERSE



UNBOXED LOGO COLOR VARIATIONS

FULL COLOR



BLACK



WHITE



INVERSE



INCORRECT USAGES



COUNTY LOGOS FONT: ITC KABEL BOLD



TYPEFACES

PRIMARY: FUTURA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY: FUTURA MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY: OPEN SANS REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLOR PALETTE

OFFICIAL COLORS



PANTONE 202
C 27 R 152
M 100 G 26
Y 78 B 50
K 23 #981A32

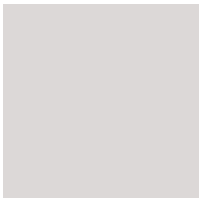


PANTONE BLACK 6C
C 82 R 19
M 71 G 40
Y 59 B 76
K 75 #111820

ACCENT COLORS



PANTONE 2767C
C 99 R 21
M 87 G 40
Y 42 B 75
K 41 #15284B



COOL GRAY 1C
C 13 R 219
M 11 G 217
Y 12 B 214
K 0 #DBD9D6

EMAIL SIGNATURES
12 PT FONT

NAME
Title
Office: 478.474.8411, ext. 5243
GFB.ORG



FUTURA BOLD (ALL CAPS) IN PMS 202
Open Sans Italic
Open Sans Regular
OPEN SANS BOLD (ALL CAPS)

 0.75 x 0.55