

Brand Standards

Ben Franklin Technology Partners: eMarketing Learning Center



Preferred Vertical Format



Logo and tagline



Alternate Horizontal Format



Reversed



One Color

FONTS:

ROBOTO CONDENSED REGULAR (CAPS)

Roboto Condensed Regular

Roboto Condensed Bold Italic

COLORS:



C: 100
M: 77
Y: 3
K: 0

R: 0
G: 82
B: 160

Hex:
#0052A0



C: 0
M: 90
Y: 87
K: 0

R: 239
G: 65
B: 51

Hex:
#EF4133



C: 82
M: 5
Y: 82
K: 0

R: 0
G: 169
B: 101

Hex:
#00A965