



CHRONICLE
FINANCIAL

BRANDING GUIDE

FEBRUARY 25, 2018
VERSION 1.1

Logo Main



Logo Grayscale



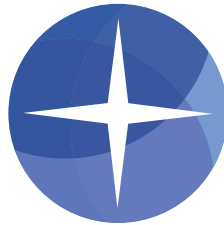
Logo Color Dark Background



Logo Grayscale Dark Background



Typeface: Alegreya SC Regular
Tracking: -16
Font Expanded



CHRONICLE
FINANCIAL

Primary Blue

C - 90%
M - 90%
Y - 0%
K - 0%

Hex - #414099

R - 65
G - 64
B - 153

Typeface: Alegreya Sans SC Regular
Tracking: 50
Font Expanded

Secondary Grey

C - 0%
M - 0%
Y - 0%
K - 70%

Hex - #6D6E71

R - 109
G - 110
B - 113

Dark Blue on Business Card
C - 89%
M - 81%
Y - 43%
K - 42%

Hex - #272E4B

R - 39
G - 46
B - 75

Typeface: Roboto
Typeface: Lato

Cherry Cheung, CFP® BBA
Financial Advisor

Tel 416 828 5822
Office 905 597 7780
Fax 905 597 7782
cherry.cheung@chronicle-financial.com

#19-20 Wertheim Crt.
Richmond Hill, ON.
L4B 3A8, Canada

www.chronicle-financial.com

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