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HISTORIC EQUITY INC.

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STYLE GUIDE FOR CONSISTENT BRANDING

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# Brand Guidelines



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CONTENT OUTLINE

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BRAND GUIDELINES

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IDENTITY

Historic Equity, Inc. (“HEI”) is a State Historic Tax Credit (“SHTC”) investor specialized in maximizing benefits to owners of historic rehabilitation projects.

Since 2001, HEI has invested in over 200 projects located in Missouri, Iowa, Kansas, Oklahoma, Minnesota, Wisconsin, Indiana, South Carolina, and Texas, with qualified rehabilitation expenditures (“QRE”) totaling over \$700 million

Historic Equity Inc. bridges history & progress with a bold brand identity that honors the past while embracing the future. Featuring a clean, modern aesthetic with fresh tones, the design reflects trust, innovation, & inclusivity. Rooted in legacy, driven by equity.

PRIMARY



SECONDARY

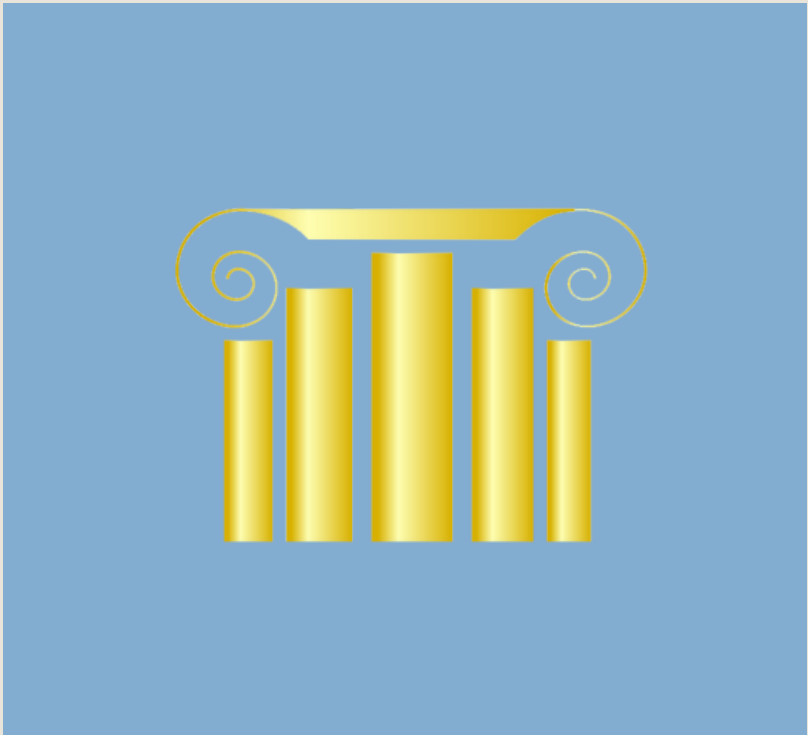
HISTORIC EQUITY INC

ICON





LOGO



BASED USING DIFFERENT COLORS



COLORS

FOR DIGITAL & PRINT



HEX CODE  
#BD572B

CMYK:  
19 76 97 8

RGB:  
189 87 43



HEX CODE  
#95816e

CMYK:  
41 44 56 9

RGB:  
149 129 110



HEX CODE  
#e6cd41

CMYK:  
11 14 88 0

RGB:  
230 205 65



HEX CODE  
#fefff8

CMYK:  
0 0 2 0

RGB:  
254 255 248



HEX CODE  
#2d2e3d

CMYK:  
79 73 51 53

RGB:  
45 46 61



HEX CODE  
#83acd1

CMYK:  
48 23 6 0

RGB:  
131 172 209

Aa

Montserrat Bold -  
Headings

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Sportscenter -  
Subheadings

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat SemiBold -  
Title

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa

Montserrat Regular -  
Headings

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Montserrat Italic -  
Quote*

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Montserrat Light -  
Caption

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



PHOTOGRAPHY

BRANDED IMAGERY

