FIVE STONE | Tax Advisers

PROTECT | PRESERVE | PREPARE

SUPPLEMENTARY
BRAND STANDARDS GUIDE

ESTABLISHED FEBRUARY 23, 2015

Fonts

Your logos use the following fonts:

FIVE STONE | Tax Advisers
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Primary Logo Font

BERNINO SANS CONDENSED BOLD

Secondary Logo Font

Bernino Sans Condensed

Tagline Font

GOTHAM BOOK

KRUEGER, MUELLER, RINN | CPAs
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a **FIVE STONE** *company*

Primary Logo Font

GOTHAM BOLD

Secondary Logo Font

Bernino Sans Condensed

Tagline Font

GOTHAM BOOK

Affiliation Fonts

BERNINO SANS CONDENSED BOLD | *FiraSans Medium Italic*

Primary Headline Font

Pantone 302 CP - 100% or reversed on dark

FIRA SANS LIGHT - CAPS

FIRA SANS LIGHT - CAPS

Primary Subheadline Font

Pantone 5415 CP - 100%

Fira Sans Medium Italic

Body Font Options

Pantone 445 CP - 100%

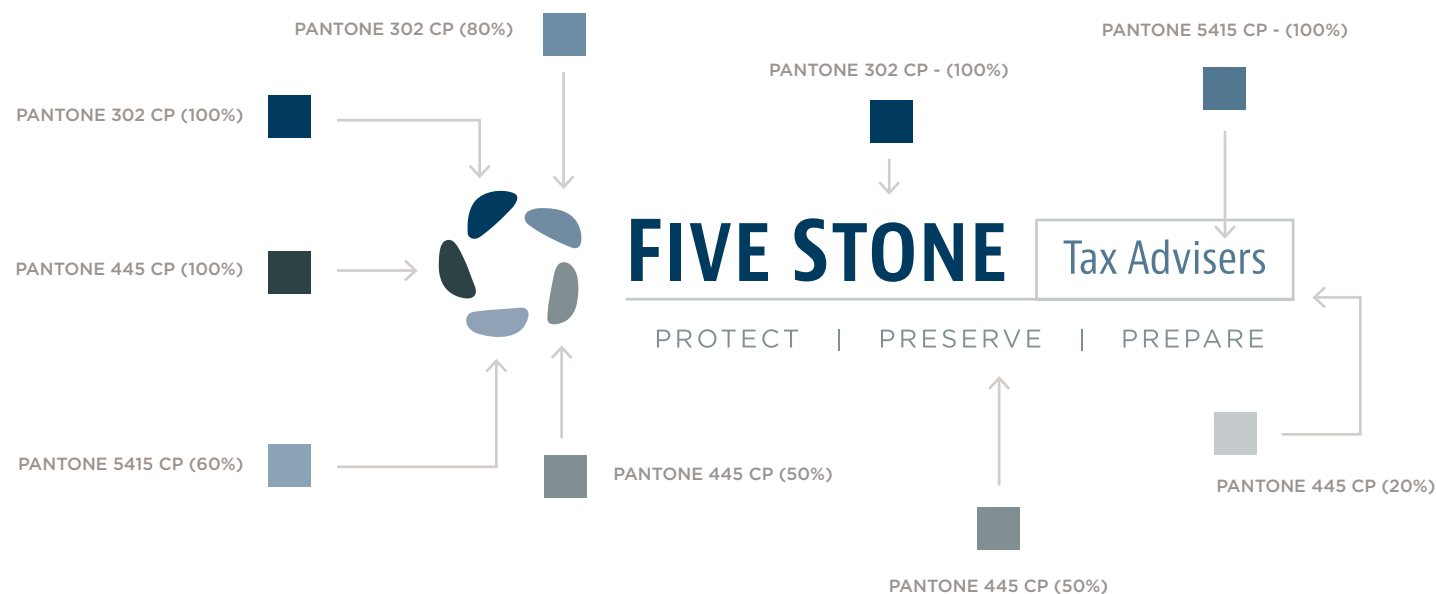|	
Fira Sans Light	**Fira Sans Medium**
Fira Sans Light Italic	***Fira Sans Medium Italic***
Fira Sans Regular	**Fira Sans Bold**
Fira Sans Italic	***Fira Sans Bold Italic***

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris in augue sollicitudin, iaculis felis at, mattis leo. Nunc tincidunt consectetur velit, vel varius velit sodales nec. In vestibulum nisl eu condimentum ultricies. Mauris in tincidunt magna. Vivamus egestas pulvinar cursus. Nulla egestas tristique ipsum id ornare.

Colors

The following primary and complementary brand colors should be used consistently across all applications.

PANTONE 302 CP (80%)

PANTONE 302 CP - (100%)

PANTONE 5415 CP - (100%)

PANTONE 302 CP (100%)

PANTONE 445 CP (100%)

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PANTONE 5415 CP (60%)

PANTONE 445 CP (50%)

PANTONE 445 CP (20%)

PANTONE 445 CP (50%)

Primary Brand Colors

Complementary Brand Colors

PANTONE 302 CP	PANTONE 5415 CP	PANTONE 445 CP	PANTONE 7753 CP	PANTONE 645 CP

| 80% | 40% | 80% | 40% | 80% | 40% | 80% | 40% | 80% | 40% |
| 60% | 20% | 60% | 20% | 60% | 20% | 60% | 20% | 60% | 20% |

PRINT
C = 100
M = 48
Y = 12
K = 58

PRINT
C = 56
M = 24
Y = 11
K = 34

PRINT
C = 52
M = 23
Y = 30
K = 74

PRINT
C = 0
M = 17
Y = 94
K = 27

PRINT
C = 56
M = 21
Y = 2
K = 8

WEB
R = 0
G = 73
B = 106

WEB
R = 95
G = 132
B = 156

WEB
R = 85
G = 95
B = 96

WEB
R = 196
G = 162
B = 41

WEB
R = 121
G = 160
B = 198

HTML
00496A

HTML
5F849C

HTML
555F60

HTML
C4A229

HTML
79A0C6

Color Library Used: Pantone+ Color Bridge Coated

Logos

FIVE STONE | Tax Advisers

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FS-Logo-TaxAdvisors-wTagline

This assortment of logo files and many others have been provided on your logo files disc.

FIVE STONE | Tax Advisers

FS-Logo-TaxAdvisors-NoTagline

Primary Sub-Brand Logos

FIVE STONE | Tax Preparation

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FIVE STONE | Tax Planning

PROTECT | PRESERVE | PREPARE

FIVE STONE | International Tax

PROTECT | PRESERVE | PREPARE

FIVE STONE | Tax Resolution

PROTECT | PRESERVE | PREPARE

FIVE STONE | Property Tax

PROTECT | PRESERVE | PREPARE

KRUEGER, MUELLER, RINN | CPAs

PROTECT | PRESERVE | PREPARE

a FIVE STONE company

FIVE STONE | Switzerland GmbH

PROTECT | PRESERVE | PREPARE

FIVE STONE | Tax Advisers

PROTECT | PRESERVE | PREPARE

FS-Logo-TaxAdvisors-wTagline-BW

FIVE STONE | Tax Advisers

PROTECT | PRESERVE | PREPARE

FS-Logo-TaxAdvisors-wTagline-Gray

PROTECT | PRESERVE | PREPARE

FS-Tagline-Black

FS-Icon

FIVE STONE | Tax Advisers

PROTECT | PRESERVE | PREPARE

FS-Logo-TaxAdvisors-wTagline-White

PROTECT | PRESERVE | PREPARE

FS-Tagline-White