

New England Home Restoration Brand Guide

Proper Logo Format and Usage



Color Usage



Pantone 5545

C - 74 M - 41 Y - 64 K - 24
R - 68 G - 105 B - 91
web safe RGB - 44695B



Pantone 447

C - 68 M - 60 Y - 65 K - 55
R - 56 G - 58 B - 53
web safe RGB - 383A35

Font Usage

NEW ENGLAND
HOME RESTORATION

PT Serif Caption

Berthold Akzidenz Grotesk (150% SW)

File Formats

.AI. / .EPS / .PDF [preferable to most print vendors]

.JPG / .PNG [ok to use for in-house purposes. If using for printed materials (i.e.: letterhead, invoices) use higher resolution, if to be viewed on screen (i.e.: email signature, web, social media) use lower resolution.]