

Brand Guidelines



Primary Logo



Secondary Logo

Color Palette

#003366

trust, reliability

#D4AF37

prestige, success

#FFFFFF

clean, neutral
background

Typography

Headings

Montserrat Bold

Body Text

Open Sans Regular

Digital & print.

Maintain readability and hierarchy

Logo Usage Rules

Always maintain clear space around logo equal to the height of the "O" in OAKLINE

Do not stretch, distort, or recolor the logo

Use primary logo on light backgrounds, secondary on dark

Applications & Examples

