

## G&A Brand Assets

### Logo



### Colors

Royal Blue

HELVETICA  
WWW.GA.COM  
000-000000

Medium Blue

HELVETICA  
WWW.GA.COM  
000-000000

### Fonts

Main Header - 36px, White on Black, All Caps

**HELVETICA BOLD**

Secondary Header - 24px, Black or #333

Helvetica Neue Light

Body Copy - 14px, #777

Helvetica Neue

### Best Practices

Water - Gottle & Associates, G&A

Images - Grunge, Industrial, Handwood, 3D

Colors - Black and White with Royal Blue accents