

G&A Brand Assets

Logo



Colors

Royal Blue

HELVETICA
WWW.GA.COM
100-10000

Medium Blue

HELVETICA
WWW.GA.COM
100-10000

Fonts

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

HELVETICA BOLD

Secondary Header - 24px, Black on #FFF

Helvetica Neue Light

Body Copy - 14px, #777

Helvetica Neue

Best Practices

Water - Gottle & Associates, G&A

Images - Grunge, Industrial, Handmade, 3D

Colors - Black and White with Royal Blue accents