

## Branding Foundation

### Color System

The Learned Hand logo is presented in solid colors only, with exception of the brand promise text, “Juxtaposition managed,” which is presented in gray where appropriate, accompanying full-color materials.

Colors in the brand palette consist of the yellow-orange Pils (Pantone 130C / Web F4C300) as a highlight and trim accent, tan Cortado (Pantone 466C / Web BD9B6B) as a light fill, deep burgundy Malbec (Pantone 505C / Web 4F1F29) as a dark fill, and near-black brown tone of Lincoln (Pantone 4695C / Web 301C16) as a dark trim or fill, where appropriate. CMYK and RGB conversions should be made through software translation of those color codes, respectively.



### Typography

Headlines make a strong and clear representation while inserting the implied disruption of the tilted “e” in the Kabel Medium font. All other copy makes use of the more subdued Univers 45 Light, and other occasional faces thereof. The point-size relationship between headline and copy should be a difference of 10 points.

### Headline font. (Kabel Medium)

Body and copy. (Univers 45 Light)

### Logo

Logo should never be placed on top of another color unless displayed in solid black or white (knocked out, as illustrated with the dots above). See the top of this guide for an example. When displayed on Pils or Cortado, use black. For Malbec or Lincoln, the white logo is to be used. When placed on white backgrounds, the “full color” logo (black and grey) is to be used.