

THIS IS A HEADER

This is body text that goes here.

THE LOGO

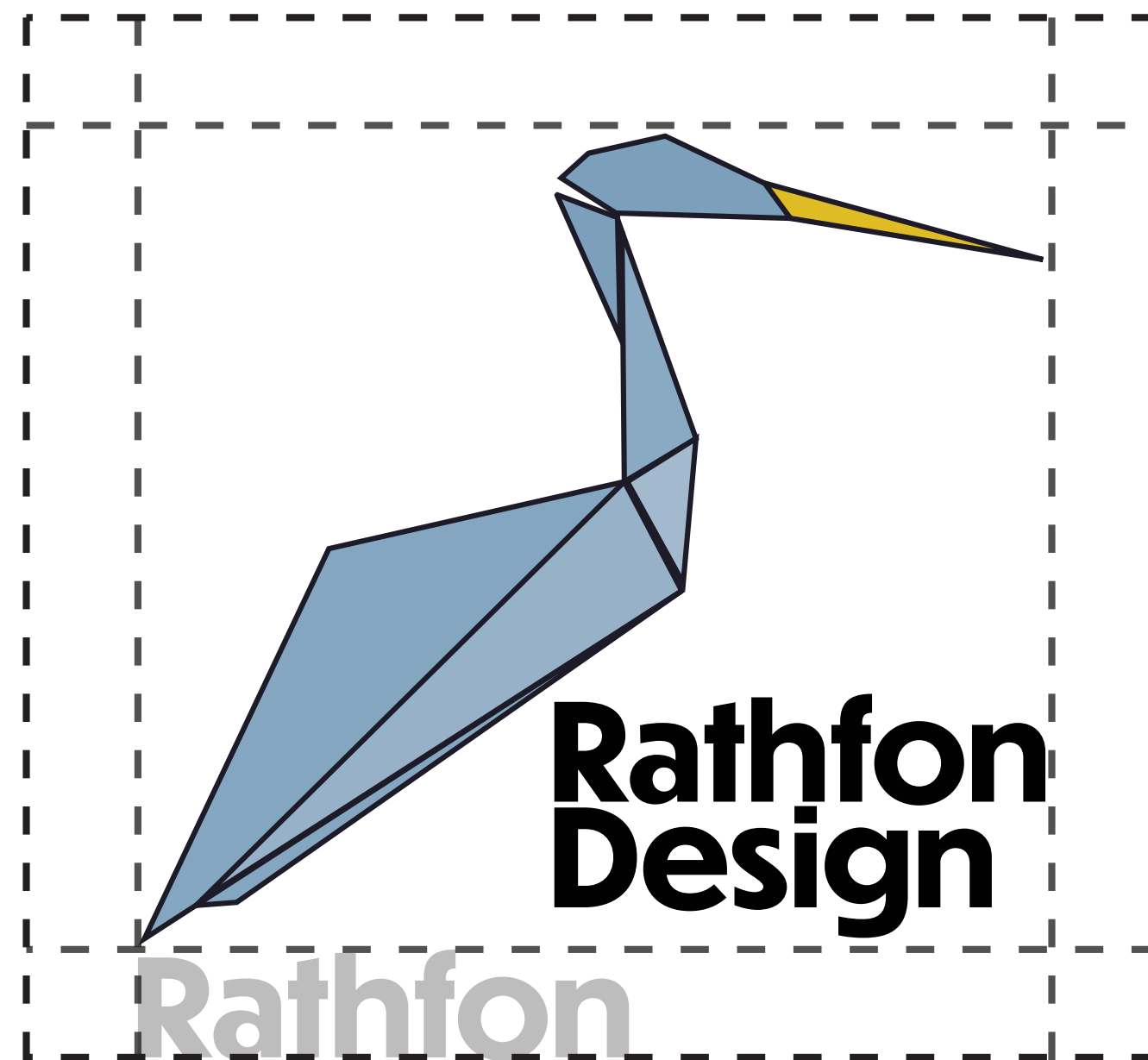
My name for my business comes from my family's old business, Rathfon Machine & Tool. The logo for it was always a blue heron, because it was my mother's favourite type of bird. It means a lot to me, since it holds many childhood memories and has formed the person I am today.

I took that blue heron and turned it into a combination of geometric shapes for a clean, yet unique style.

The text is Dunbar Tall, to add to the clean finish.

The clear space around it allows for a view clear from distractions and crowding.

For clear legibility, the logo with text should be no smaller than 1 inch wide.

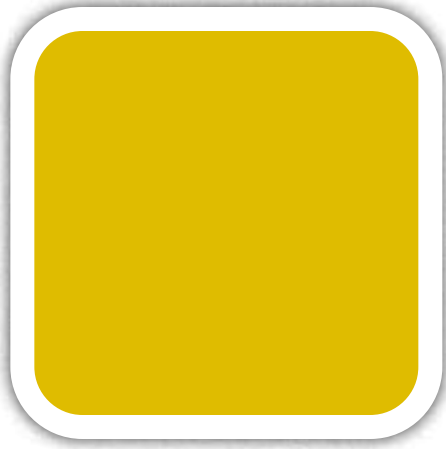


BRAND COLOURS

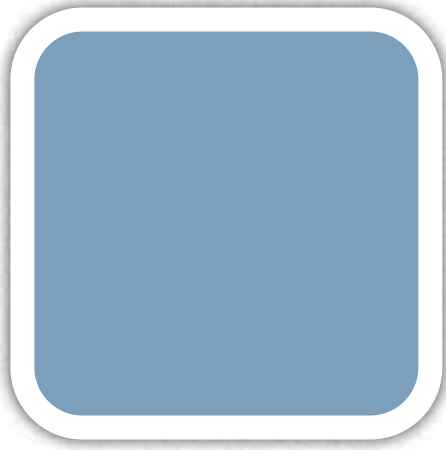
The colours used in my logo are several shades of a soft blue along with a bright orange for the beak. These were meant to give a calming, yet professional feeling.

Shades and tints of these colours are used as well as a selection of three secondary colours for additional branding.

Primary Brand Colours



CMYK	15 C	22 M	100 Y	0 K
RGB	223 R	188 G	0 B	
HEX	dfbc00			
PANTONE	7406			



CMYK	54 C	28 M	16 Y	0 K
RGB	124 R	160 G	188 B	
HEX	7ca0bc			
PANTONE	645			

Primary Palette

382f00	705e00	a78d00	dfbc00	e5c933	ecd766	f2e499	f9f2cc
1f282f	3e505e	5d788d	7ca0bc	96b3c9	b0c6d7	cbd9e4	e5ecf2

Secondary Palette

261f1a	4b3f35	715e4f	967d69	ab9787	c0b1a5	d5cbc3	eae5e1
1c0408	390911	560d19	721121	8e414d	aa707a	c7a0a6	e3cfd3
3b3c30	777760	b2b390	edeec0	fff1cd	f4f5d9	f8f8e6	fbfcf2

FONTS

The logo uses Bold Dunbar Tall in sentence case and as two words.

The font used in headers is also Bold Dunbar Tall. The body text uses Acumin Variable Concept Regular.

Logo Font Dunbar Tall Bold

Brand Font Family Dunbar Tall

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890



Aa
Dunbar Tall Hairline

Aa
Dunbar Tall Medium

Aa
Dunbar Tall Light Italic

Aa
Dunbar Tall Bold

Aa
Dunbar Tall Light

Aa
Dunbar Tall Extra Bold

Aa
Dunbar Tall Italic

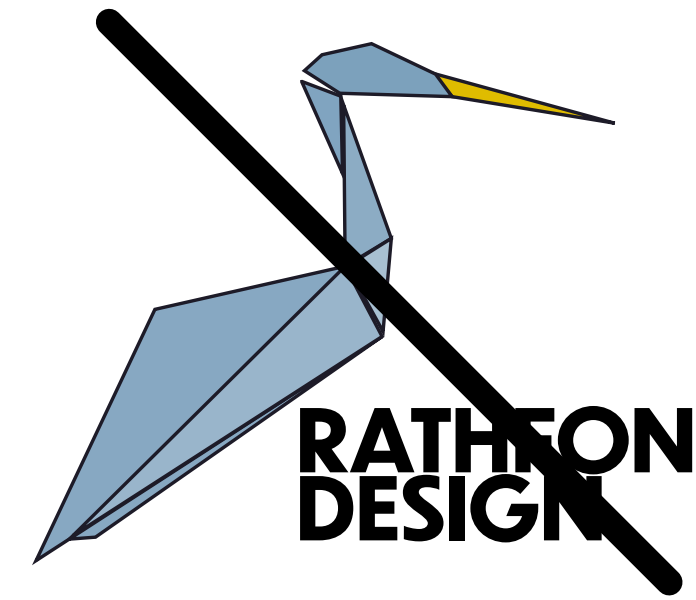
Aa
Dunbar Tall Ultra

IMPROPER USE

The branding guides must be adhered to maintain the image of Rathfon Design.

QUESTIONS

For answers to any branding questions, please feel free to ask [Gloria van Weerden](#).



Do not change from sentence case.



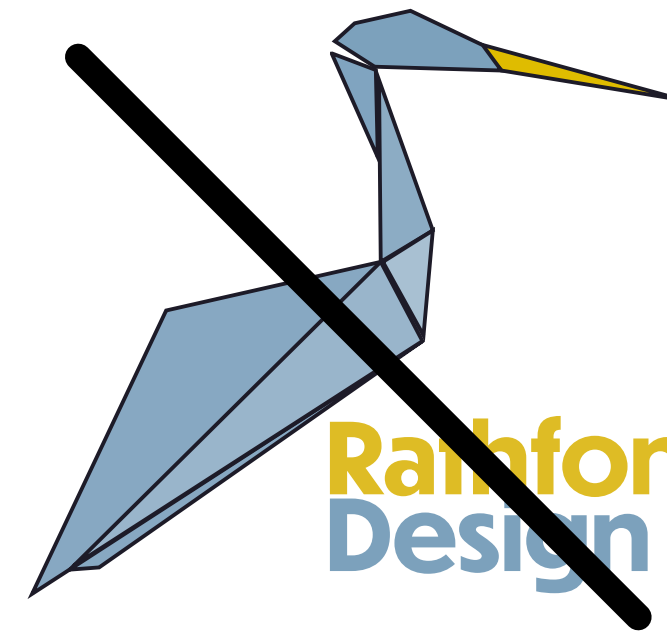
Do not distort the logo.



Do not change logo position.



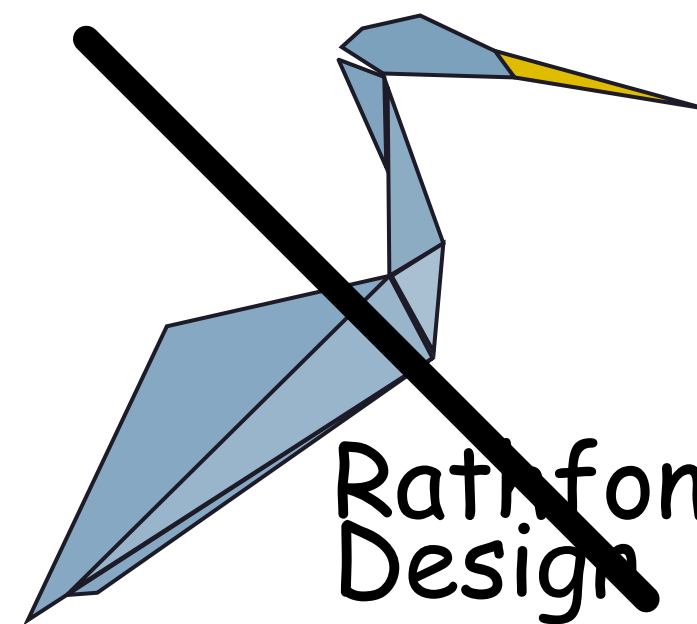
Do not change line spacing.



Do not change business name colours.



Do not add style effects.



Do not change business name fonts.



Do not change logo colours.