

The Ramsay Group Brand Style Guide

Primary Logo



Secondary Logo



Primary Logo with tagline



Submark



Favicon



Primary Logo with background color



Submark for reduced space use only



Colors



Hex: 003da6
RGB: 0, 61, 166
CMYK: 100, 80, 12, 3
PMS: 293 C



Hex: 3dae2b
RGB: 61, 174, 43
CMYK: 76, 4, 100, 0
PMS: 361 C



Text
Hex: 54565a
RGB: 84, 86, 90
CMYK: 66, 57, 51, 29
PMS: Cool Gray 11 C

Fonts

Used for headlines, titles and quotes

Proxima Nova Bold

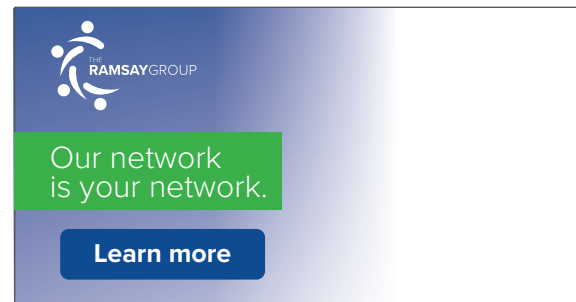
**Find & Develop
Leaders Who Inspire**

Used for sub-headlines and body text

Proxima Nova Light

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Design Elements



Use bold solid shapes and colors to draw attention
Use of professional imagery with smart casual or business attire
Use of positive imagery
Use of both primary colors when possible