

# Brand Standard Practices Guide

for Commander Drew Brown

## Colors Used:

Primary:



Accent:



## Fonts Used:

N E X A B O L D  
(WITH ADDED TRACKING)



BEBAS NEUE  
(MODIFIED TO BE ITALIC)

Nexa Bold is a free font, and is included in this Brand Identity Kit.

Bebas Neue is also free and also included. However, because Bebas Neue does not have an Italic variant, it cannot be made italicised. So, the closest font to Bebas Neue that CAN become italicized is Helvetica Neue LT Std - Bold Condensed Oblique, which is also a free font. So, we have included this font in your Brand Identity Kit as well.

## Suggested Use of Fonts:

We recommend always making your H1 titles in ALL CAPS and in **HELVETICA NEUE LT STD BOLD CONDENSED** oblique font, in deep navy blue #032151 color to match the logo.

We recommend always making your H2 titles in ALL CAPS and in **N E X A B O L D** font, with added letter spacing/tracking, and in deep navy blue #032151 to stay consistent with the logo.

For Body font, we recommend Source Sans Pro Regular as it pairs very well with Helvetica Neue. Body font should be in gray #666666.