



# NATION'S FINEST

GUIDING VETERANS HOME  
SINCE 1972



STYLE GUIDELINE

06.20

■ **C L E A R   S P A C E**

The “Nation’s Finest” logo should always have a clear space around.  
We use the letter Shield shape size as an X-measurement tool.

Please make sure you follow the instructions correctly.



PRIMARY TITLE FONT

**GOTHAM**

BOOK  
MEDIUM  
BOLD  
BLACK

**A B C D E F G**  
**H I J K L M N**  
**1 2 3 4 5 6 7 8 9 0**

PRIMARY TEXT FONT

Crimson Text

Regular  
SemiBold  
Bold

A B C D E F G  
H I J K L M N  
1 2 3 4 5 6 7 8 9 0



# BRAND COLORS

## PRIMARY COLORS

Primary color specifications (orange):

- PMS - 7407
- CMYK - 19/36/78/0
- RGB - 219/171/88
- #d9ab58

Primary color specifications (dark blue):

- PMS - 7546
- CMYK - 86/69/50/40
- RGB - 67/74/90
- #424757

LOGO USAGE



LOGO MISUSES

