### **Brand Colors**

### EWR "Black"

Hex – #1F1F1F RGB – 31, 31, 31 CMYK – 72, 66, 65, 75

**Primary Brand Color** 

-Black and White is the main color theme to

convey simplicity and straightforwardness. -Use black or white for most standard items.

-Ok to set color type on black background.

### EWR "White"

Hex – #F9F9F9 RGB – 249, 249, 249 CMYK – 3, 1, 1, 0

**Primary Brand Color** 

-Black and White is the main color th convey simplicity and straightforward -Use black or white for most standard -Ok to set color type on white backgr



Hex - #000000 RGB - 0, 0, 0 CMYK – 75, 68, 67, 90

Hex – #CCCCCC RGB – 204, 204, 204 CMYK – 19, 15, 16, 0

	EWR "Gold"	EWR "Red"	EWR "Teal"
	Hex – #F9C903 RGB – 249, 201, 3 CMYK – 3, 19, 100, 0	Hex – #E8100F RGB – 232, 16, 15 CMYK – 2, 100, 100, 0	Hex – #16BEC6 RGB – 22, 190, 198 CMYK – 71, 0, 26, 0
theme to ordness. ord items. ground.	Secondary Brand Color -Use for most callouts, CTAs, Buttons and other items you want to draw attention to. -Only set Black text on EWR "Gold" for legibility reasons.	Tertiary Brand Color -Use for special callouts, or things that need to grab all the attention on the page. -Can be used as design element color when variation is desired. -Only set White text on EWF "Red" for legibility reasons.	variation is desired.

Hex – #DFB400 RGB - 223, 180, 0 CMYK - 14, 27, 100, 0 Hex – #AE0C0B RGB – 174, 12, 11 CMYK – 21, 100, 100, 15

Hex – #108F95 RGB – 16, 143, 149 CMYK – 82, 26, 41, 2

# Brand Typography Anton - ANTON Standard Headline Font

-ALL CAPS or Title Case (pick one per design) -ALL CAPS = "shouting" -Title Case = "saying" -Subtly increase letter spacing as needed. More letter spacing will be needed for All Caps.

Montserrat regular, Monterrat Medium, **Montserrat Semi-bold** Body copy / regular text

Avariety of fun, funky, INTERESTING and WIERD FONTS are always allowed and ENCOUROGED for different designs, but please limit designs to 1 or 2 at max of these per design (in almost all instances).







Keep at least as much clear space as the size of the "O" in Work around the logo.



Use the white logo when setting it on top of black backgrounds.





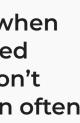
Use the black logo when setting it on top of yellow backgrounds.



Use the white logo when setting it on top of teal backgrounds, but don't use this combination often.

Use the white logo when setting it on top of red backgrounds, but don't use this combination often.





## Illustrations

A set of illustrations has been created to work alongside the organic vibe of the Early Work Records Logo. They do not have any set meaning, but please use them consistently in each design. IE – if you use the pencil to indicate reviews, don't use it later to indicate something different.

