

# BUILT STRONG EXTERIORS BRAND IDENTITY

LOGO – VERTICAL

LOGO – HORIZONTAL



ICON



COLOR PALETTE

Pantone 187

Pantone 186

Pantone 445

Pantone 429

C22 M100 Y90 K13  
R175 G31 B45  
Hex #AF1F2D

C12 M100 Y98 K3  
R207 G32 B40  
Hex #CF2028

C64 M54 Y54 K28  
R88 G90 B90  
Hex #585A5A

C33 M25 Y30 K0  
R175 G176 B171  
Hex #AFB0AB

TYPEFACES

**BUILT STRONG SANS**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

**TEKO REGULAR**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

**ROBOTO REGULAR**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**