

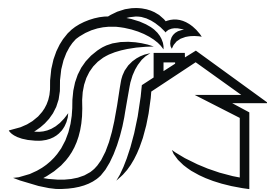
PALADIN HOME INSPECTIONS BRAND IDENTITY

LOGO – HORIZONTAL

LOGO – VERTICAL



ICON



COLOR PALETTE

Pantone 193

Pantone 532

Pantone 431

Pantone Black 6 2X

C17 M100 Y86 K7
R192 G32 B51
Hex #C02033

C75 M67 Y53 K48
R53 G57 B66
Hex #353942

C100 M90 Y35 K00
R28 G45 B000000
Hex #666D70

C53 M19 Y0 K94
R7 G12 B15
Hex #070C0F

TYPEFACES

SAIRA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SAIRA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890