

THE HEADSHOT GUYS BRAND IDENTITY

LOGO – VERTICAL

LOGO – HORIZONTAL



The
Headshot Guys,
LLC



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Headshot Guys,
LLC



SYMBOL



COLOR PALETTE

Pantone 280

Pantone 287

Pantone 286

Pantone Black 6 2X

C100 M66 Y0 K50
R0 G43 B127
Hex #002B7F

C100 M61 Y0 K42
R0 G56 B147
Hex #003893

C100 M66 Y0 K34
R0 G56 B168
Hex #0038A8

C53 M19 Y0 K94
R7 G12 B15
Hex #070C0F

FONTS

SIMPLIFICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TAGLINE – VERTICAL

TAGLINE – HORIZONTAL

“CREATING
images that inspire
CONFIDENCE.”™

“Creating
IMAGES that
inspire CONFIDENCE.”™