

# MIDWEST SPECIALTY PRODUCTS BRAND IDENTITY

## PARENT LOGO

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## ALTERNATE LOGO

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## TYPEFACES

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### RALEWAY LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### MONTERRAT SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# MIDWEST SPECIALTY PRODUCTS BRAND IDENTITY

## COLOR PALETTE

For use with headings,  
lines & detailing



Russian Violet

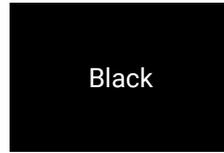
C79 M100 Y32 K43  
R60 G19 B74  
Hex #3C134A

For use with color  
blocks & backgrounds



Ripe Plum

C79 M98 Y38 K52  
R53 G8 B63  
Hex #35083F



Black

C75 M68 Y67 K90  
R0 G0 B0  
Hex #000000



White

C0 M0 Y0 K0  
R255 G255 B255  
Hex #FFFFFF



Cultured

C1 M1 Y1 K0  
R251 G249 B249  
Hex #FBF9F9

## COLOR PALETTE EXAMPLES

We make stone  
selection easy,  
educational, and  
enjoyable.

### Russian Violet

Headings  
Lines  
Detailing



### Ripe Plum

Color Blocks  
Backgrounds