

Iron Construction, Inc. Branding Guidelines



Primary Color Palette |



R=250 G=212 B=86
C=2 M=15 Y=78 K=0
#FAD456



R=235 G=54 B=47
C=1 M=93 Y=90 K=0
#EB362F



R=0 G=0 B=0
C=75 M=68 Y=67 K=90
#000000

Corporate Font Usage |

Below are samples of the Iron Construction, Inc. font families. To ensure consistency, these fonts should be used across the majority of communications, from collateral to signage.

Exo 2.0
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%&(,;:#!?)

Exo 2.0 (Thin)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%&(,;:#!?)

Oxygen
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%&(,;:#!?)

Font Usage |

A small sampling of headlines, subheads, and body text.

Headline Exo 2.0

Subhead Exo 2.0 (Thin)

Body Text Oxygen