

# 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