

BG AD Group's Condensed Style Guide

TYPE

* only to be used by designer.

ROBOTO SLAB BOLD- Headlines

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

ROBOTO SLAB REGULAR- Body

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

* ROBOTO SLAB LIGHT- Headlines

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

* ROBOTO SLAB THIN- Footer

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

ADOBE GARAMOND PRO REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

ADOBE GARAMOND ITALIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

ADOBE GARAMOND BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

ADOBE GARAMOND BOLD ITALIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

INFORMAL

FORMAL

COLOR

BG AD GROUP has three core colors when using an official printer as well as our logo. The other three primary colors are used for websites, flyers, and the newsletter. The use of supporting colors are listed as well.

PRIMARY

91, 52, 27, 5
7, 107, 145
#076B91

84, 37, 20, 1
9, 132, 171
#0984AB

100, 73, 38, 24
0, 69, 102
#004566

CORE

100, 90, 29, 19
27, 42, 83
#1A2953

72, 17, 1, 0
0, 161, 223
#00A0DF

100, 58, 21, 4
0, 89, 131
#005882

SUPPORTING

61, 53, 48, 19
100, 101, 105
#646569

COOL GRAY 10 C

23, 17, 17, 0
195, 197, 200
#C3C5C8

PMS 428 C

2, 9, 100, 0
253, 221, 0
#FDDD00

YELLOW C

PMS 294 C

PMS 299 C

PMS 3015 C

LOGO

1A is to be used on vertical hand outs for example flyers, banners, pens, and documents. It should always be on the header and footer. 1B is to be used in place of 1A when there is not enough room on the layout. Especially when 'AD GROUP' falls smaller than 8 pt font. For example buisness cards, coffee mugs, and cups.

1C



1A



1B



VOICE

BG AD Group's tone should be separate from an individual's word choice. It should be the overall tone, or attitude, of a piece of writing that is appropriate to the intended audience and purpose. BG AD Group has two tones; formal and informal.

BG AD Group's informal tone should be used when writing social media content, marketing flyers, monthly newsletters, blogs, and website content.

- Southern, but not redneck.
- Conversational, but not mindless.
- Proud, but not conceited.
- Personal, but not overly open.
- Translucent, but not transparent.

INFORMAL

BG AD Group's formal tone should be used when writing proposals, PowerPoint presentations, letters, and legal documents.

- Be Professional, but not stiff.
- Not include slang or southernisms.
- Still be translucent, proud, and personal.

FORMAL

TAGLINE



* Tagline 1 is associated with BG AD Group's logo and it is the original tagline.

A tagline or brand's slogan is a reiterated phrase that identifies a company, product, service, group, or individual. It is used in conjunction with BG AD Group's marketing collateral, formal documents, and all other documents to communicate the benefits of our services to our peers, vendors, and clients.

* BG AD Group Tagline 1:
"Think BG, Think Really BG."

BG AD Group Tagline 2:
"A white-collar firm with a blue-collar attitude."

LETTERHEAD



THINK BG, THINK REALLY BG



BG AD Group

701 Whitlock Avenue SE
Suite J-45
Marietta, Ga 30064

Informal Documents: Headline – 24-point font

Sub-headline: 14-point font

Body text: 12-point font Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam ligula justo, consectetur non aliquet eu, porttitor at neque. Maecenas velit orci, porta nec arcu at, hendrerit ultricies diam. Pellentesque laoreet augue ut magna aliquet feugiat. Integer id tempor justo. Maecenas tempor urna eu risus pharetra suscipit. Integer non ultricies lorem. Pellentesque aliquet mauris quis magna euismod faucibus. Quisque pulvinar, purus nec ultricies iaculis, massa lectus pellentesque ipsum, vitae rhoncus nibh turpis sed magna. Phasellus ut lectus at neque aliquet tristique sed vel tortor. Sed interdum semper fringilla. Etiam congue leo lectus, vitae interdum erat gravida vestibulum. Aliquam dictum diam quis eros dignissim, eu lacinia velit lobortis. Nam non dignissim elit. Duis quis luctus lorem.

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BG AD Group | bgadgroup.com | 770.874.3200



THINK BG, THINK REALLY BG



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Formal Documents: Headline – 24-point font

Sub-headline: 14-point font

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