

WILLIAM FISHER ARCHITECTURE, INC.

BRANDING STYLE GUIDE

CREATED BY FOXXR, INC.



Logo Usage and Sizes



Website/Email Template logo
447x80



Email Signature logo
209x35



Social Media Logo
600x600

Fonts and Typography

Heading
4.0rem or 40px

→ Design is What We're Re

- We approach each assignment as an artistic as well as technical endeavor. responds to the nature of the site, but first to the needs of the client and to the
- We measure value for our clients with reasonable fees of course, but more impo
- We're always interested is exploring and developing new materials and method with manufacturers so we can be aware of what is available and of current prici
- Our staff and consultants are professionally educated, licensed, LEED-AP certifie

Sub-Heading
3.6rem or 36px

→ Client Interaction

Paragraph Text
1.8rem or 18px

→ Our most important job is LISTENING to our clients. Our clients are usually directly involved with us in the design of their projects. The client is the most important member of the design team.



Fonts and Typography

Font family: Raleway

Google font link:

<https://www.google.com/fonts/specimen/Raleway>

Usage: Headings/title, subheadings

Grumpy wizards
make toxic brew for
the evil Queen and
Jack.

Thin 100

Grumpy wizards make toxic brew for the

Font family: PT Sans

Google font link:

<https://www.google.com/fonts/specimen/PT+Sans>

Usage: subtitle, content, links, footer, text

Grumpy wizards
make toxic brew for
the evil Queen and
Jack.

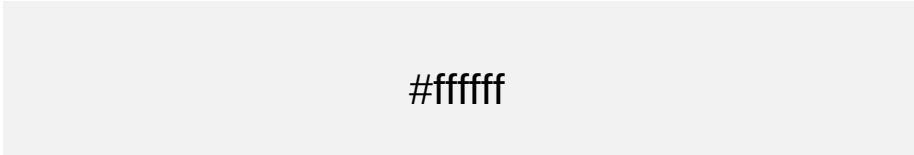
Normal 400

Color Palettes



#ebb402

Used in CTAs



#ffffff

Used as Heading and paragraph text



#212121

Used as primary background