

Brand Guide

// v1 2022



Who we are



Our journey started with a passion for all things digital marketing, specifically web design. We broke ground in May 2016, and since our launch we have learned a lot from working with small business owners in countless industries. It quickly became apparent that small business owners all over had been seeking a true marketing partner; someone who would take the time to understand their struggles, their goals, and help them navigate the complexities of the web and build their business online.

Today, we work closely with small business owners to develop their brand, deeply understand their target market, create stunning websites, craft converting content, and help them turn visitors into customers.

BUILD YOUR BEST BUSINESS



Our Mark

Full Logo

Minimum Padding: 0.26in, 20px
Background: White, no darker than Isabelline

// Full logo to be used where feasible
/ Icon to be used for Social Profiles



White Logo

Minimum Padding: 0.26in, 20px
Background: Any Solid Color, besides white

// Full logo to be used where feasible
/ Icon to be used for Social Profiles



Butterscotch

HEX // B56F3B
RGB // 181, 111, 59
CMYK // 0, 38, 67, 29

Tan

HEX // C3A485
RGB // 195, 164, 133
CMYK // 0, 15, 31, 23

Isabelline

HEX // EAE9E4
RGB // 234, 233, 228
CMYK // 0, 0, 2, 8

Midnight Eagle

HEX // 124559
RGB // 18, 69, 89
CMYK // 79, 22, 0, 65

Gunmetal

HEX // 122430
RGB // 18, 36, 48
CMYK // 62, 25, 0, 81

Our Colors



Our Font

Aa Bb Cc Dd Ee Ff Gg

Headings / H1

Roboto Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Subheadings / H2-H6

Sarala

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx

Body

Libre Franklin Medium

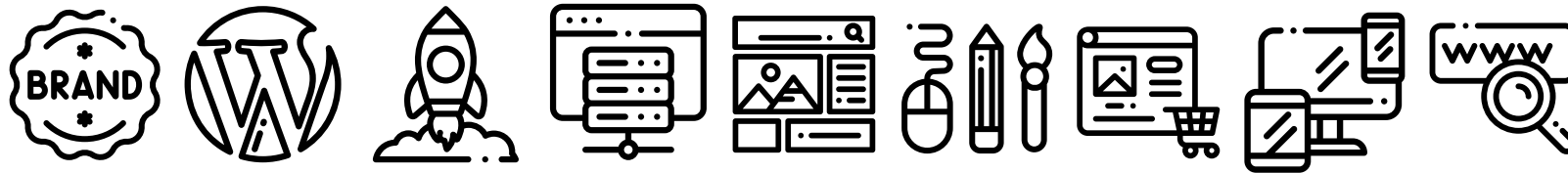


Our Icons

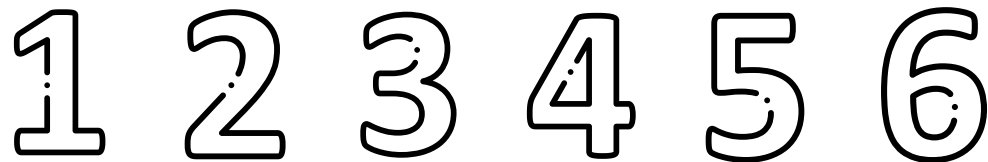
Social Icons



Site Icons



Numbers



twodot
digital marketing

Made with a lot of love and coffee.

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