



SANTA FE
AGGREGATES

A TEICHERT FAMILY COMPANY



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PRIMARY



STACKED



LOGOMARK

THE LOGO

The logo for Santa Fe Aggregates should be used consistently among all platforms to establish authority and help the audience identify the brand.

The logo must always include the tagline, "A Teichert Family Company" and stylized in the brand's tagline typography except for the logomark.

COLOR ALTERNATIVES



FULL COLOR



FULL COLOR - WHITE



LT BLUE



SLATE



NAVY



WHITE

CLEAR SPACE



There is a specific amount of space that must be used on all sides to maintain logo visibility and impact.

COLOR PALETTE

NAVY

PANTONE : 7547 C

CMYK : 87, 74, 55, 66

RGB : 18, 32, 45

HEX : #12202D



SLATE

PANTONE : 7547 C

CMYK : 76, 57, 44, 23

RGB : 70, 89, 104

HEX : #465968



LIGHT BLUE

PANTONE : 536 C

CMYK : 39, 23, 18, 0

RGB : 157, 175, 190

HEX : #9DAFBE



TYPOGRAPHY

TAGLINE FONT

EUROSTILE MEDIUM

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

1234567890

LOGO USAGE - DON'T:



squish logo



change logo color



rearrange logo



outline logo



rotate logo



stretch logo