

**GORDON**  
PARENTING

Brand Identity and Style Guide

Logo Variation



Vertical



Horizontal

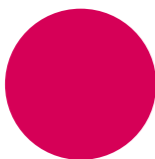
# Logo Construction



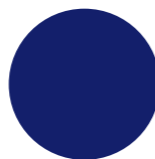
Exclusive Zone



Primary Logo Color



Pantone Rubine Red C  
11C, 100M, 47Y, 1K  
214R, 0G, 86B  
#d60056



Pantone 2756 C  
100C, 97M, 27Y, 19K  
18R, 31G, 107B  
#121f6b



Logo Color | Monotone

