

Company Logo



Color Palette

C 0	C 0	C 0	C 0	C 0
M 0	M 23	M 23	M 0	M 9
Y 0	Y 100	Y 100	Y 0	Y 90
K 100	K 3	K 0	K 0	K 42
R 0	R 247	R 255	R 255	R 149
G 0	G 191	G 197	G 255	G 136
B 0	B 0	B 0	B 255	B 15

The colors chosen are used to provide distinct yet subtle differences in shift of tones while also using black and white as base colors to have our stand out of while still retaining our signature golden ram shade of gold and its complement.

Fonts

Times New Roman:

This font is used mainly as a go to for emails, letters or other non-direct promotional materials.

Lato:

Although not having access to it through Microsoft Word, Lato is the font used in our Company's title. This is also ideal for headers on our in development coding based website.

Modern no. 20:

Modern No. 20 works great on our promotional material as a simplistic yet stylized look header font.

TW cen MT condensed:

While on the promotional material Modern No. 20 is our header, TW cen MT condensed is our subtitle go to font.

Sakkal majalla:

Just as Times New Roman is used as our body text in formal papers the font Sakkal majalla is our body font in promotional material and is used as our font for links and other such information on the materials.

Letterhead



Company Description

Here at Golden Ram Enterprises Inc., we are a company of 13 honest, diligent, and enthusiastic people working to provide custom plans to meet your coverage needs. We strive to provide the best customer service and put one hundred percent into listening to your needs. We will make sure your experience with us is stress free and enjoyable. No matter what situation you are in, Golden Ram Enterprises Inc. will be there to provide you support. We are here to handle the tricky situations that can pop up in life, so you don't have to.

Business Card

Front:



Back:



Note: The business cards are 2x3.5 inches but the pdfs themselves are 2.25x3.75 to create .125 inches of bleed room on each side so it can print of well without bleeding the color on the edges out.

Name Tag

Full Name

GOLDEN RAM
ENTERPRISES, INC.



Holt High School
Holt, MI



NOTE: The font and color used in the Holt High School area are not any of our listed ones because that is our schools logo pulled straight from the high school's website (<http://www.holthighschool.net/>) with the permission of the creator.

Flyer

GOLDEN RAM

ENTERPRISES, INC.



Insurance - Investing

"A STEP AHEAD OF THE REST"