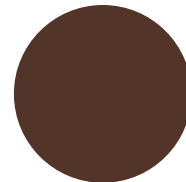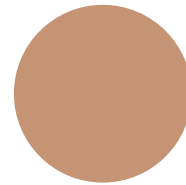# Branding Quick Guide

Colors

Fagan Law's color system is conceptualized around a masonry and wood-inspired brown scheme, relying on two primary colors with white or tints of the brand's brown as a backdrop. The core colors are Brown and Tan. A third "color" is accomplished with an 80% tint of brown, as seen in the logo's "laurels."

BROWN
Print: PMS 476 C
Screen: 72 46 31
Web: 482E1F

TAN
Print: PMS 4655 C
Screen: 202 164 133
Web: CAA485

Typography

Type in the logo is partly custom and not specifically repeatable in typical use for collateral and content. Throughout web and other uses, the brand will reply upon Playfair and Poppins.

Headline Font. (Playfair Bold)

Body and copy. (Poppins Regular)

Logo

The logo system for Fagan leans heavily into a "Crest" design: a central "Coin," surrounding "Ring," framing "Laurels" and a foundation of the Logotype. A full implementation, in-line alternate, minimized standalone Crest and single-initial "F Mark" are included in the base logo set. All elements are available in full color and greyscale/white/black options.

Free space around the logo must be given, at a minimum equal to the height of the "W" within the logotype.