



SHAZAM

Brand Guidelines

LOGO



COLOR



REVERSE



B/W

TYPOGRAPHY

SHAZAM ← GOTHAM REGULAR

Home Services ← ESCROW BOLD

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HEADLINE

Escrow

BODY COPY

Gotham

COLOR PALETTE



C:0 M:74 Y:100 K:8
R:190 G:77 B:0
HEX:BE4D00



C:100 M:90 Y:10 K:77
R:19 G:41 B:75
HEX:13294B



C:23 M:16 Y:13 K:46
R:136 G:139 B:141
HEX:888B8D

