NOTMAN HOUSE STYLE GUIDE

Notman purple is to be used exclusively as a highlight color. While the preferred shades of grey are listed in the swatches below, any is acceptable so long as the number of shades used is minimal.

Colors of
Notman House

#5A3C59	#989898	#EDEDED
RGB(90, 60, 89)	RBG(237, 237, 237)	RBG(237, 237, 237)
CMYK(0, 33, 1, 65)	CMYK(0, 0, 0, 40)	CMYK(0, 0, 0, 7)
PANTONE 7659 C 2357 U	PANTONE 7 C 8 U	PANTONE 663 C 7541 U

Fonts of Notman House

Roboto Condensed is the title font

Roboto is the subheader font

Open sans is the body font

Branding Guidelines

The Notman House logo is to be purple at all times, unless used on a dark background, where it should be white.

Acceptable Uses of the Notman Logo

Unacceptable Uses of the Notman Logo

Little or no Margin

Wordmark with no logo

Wrong/non-uniform color