



EAGLESHIELD
PEST CONTROL

brand guidelines

logos



primary logo (full)



secondary logo (symbol only)

logo guidelines



EAGLESHIELD
PEST CONTROL

on dark(er) backgrounds, the logo text and stars (only) may be changed to white
no other elements of the logo should be manipulated

do not
squish the logo



do not
enlarge the logo out of
proportion or scale



colors

primary

#D92B27

#22295E

secondary

#D3D4D3

#696A6A

#221E1F

No other colors or variations are ever to be used



typefaces

primary font

BW GLENN SANS BLACK



uses: headers; primary text on a graphic

secondary fonts

Oswald Bold Oswald Regular



uses: secondary text in logo or graphic