

**JOHN
BATES**

Primary Color

John Bates Brand Colors

Use this color as often as possible.

**JOHN
BATES**

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BATES**

Only use Yellow when on a dark background.

**JOHN
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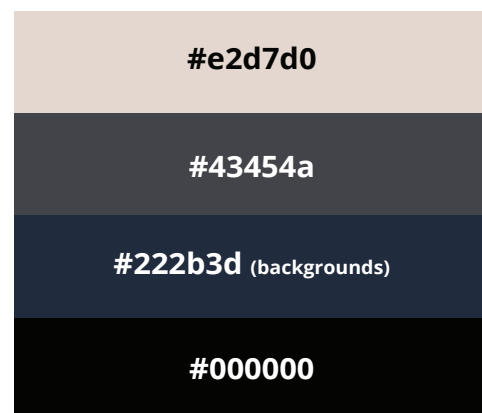
Use #222b3d as dark backgrounds instead of black.

Only use when it's black and white option.

Primary Colors



Secondary Colors



John Bates Primary Font

JOHN BATES: Sharp Grotesk Black 11

JOHN BATES: Sharp Grotesk Black Italic 11

JOHN BATES: Sharp Grotesk Bold 11

JOHN BATES: Sharp Grotesk Bold Italic 11

JOHN BATES: Sharp Grotesk Semi Bold 11

JOHN BATES: Sharp Grotesk Semi Bold Italic 11

JOHN BATES: Sharp Grotesk Book 11

JOHN BATES: Sharp Grotesk Book Italic 11

JOHN BATES: Sharp Grotesk Book Italic 11

JOHN BATES: Sharp Grotesk Book Italic 11

JOHN BATES: Sharp Grotesk Book 11

JOHN BATES: Sharp Grotesk Book Italic 11

JOHN BATES: Sharp Grotesk Thin 11

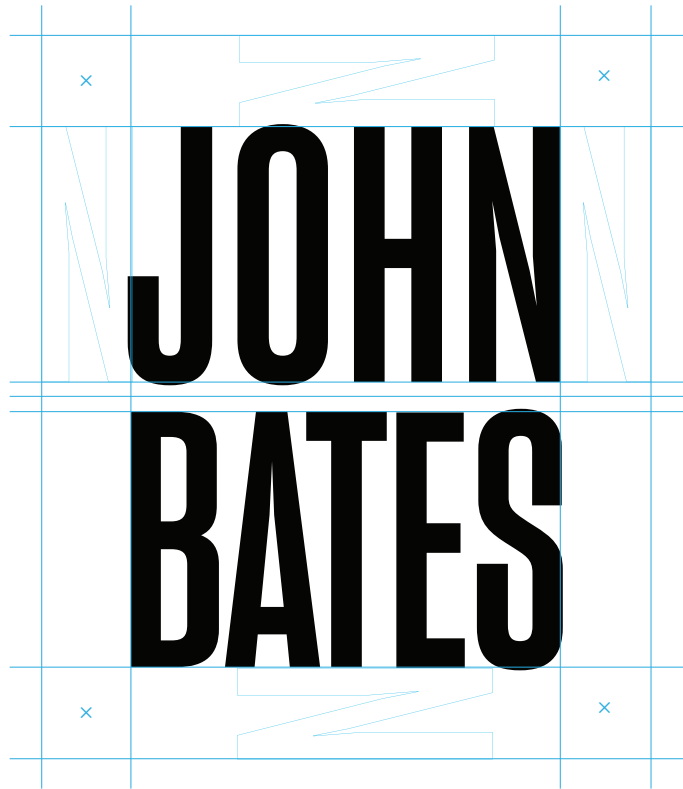
JOHN BATES: Sharp Grotesk Thin Italic 11

John Bates Secondary Font

Open Sans

Open Sans Condensed Light

Arial (when Open Sans are not available)



There should always be a **N** space to the between the logo and anything else.

Don't stretch the logo.



Always use the **#344164** blue color as a primary logo version.



Use **#222b3d** as a background color when ever possible instead of black.

Black and White colors are only use when creating in black and white designs. Instead use **#222b3d** and **#e8b74b**.