

# BRAND GUIDELINES

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The brandbook for The County Line Auction



## **ABOUT**

The County Line Auction is an online and estate sale auction company based in Texas. With a combined 10 years of experience, Dan Strickland and Pamlela Spence established County Line in 2019.

County Line strives to provide quality service to consigners and customers, as well as an exciting auction atmosphere for all to enjoy.

## **MISSION STATEMENT**

To be determined...



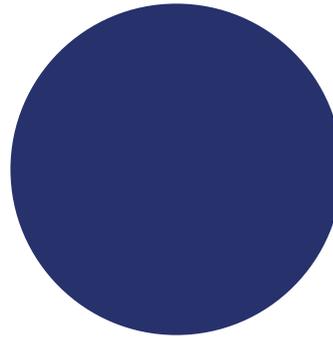
## **LOCATION**

\*\*\*Insert map and address

## **CONTACT INFO**

\*\*\*Insert email and phone number



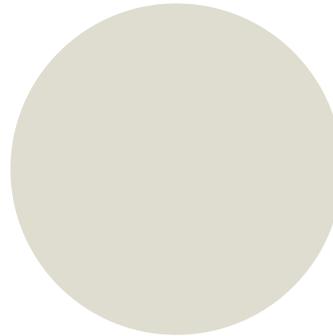


**Texas Blue**  
R: 39  
G: 49  
B: 108

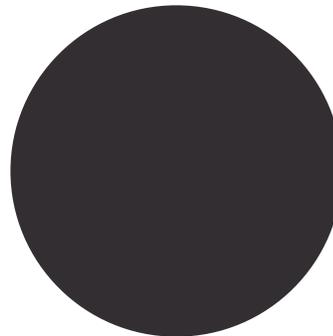
### Color Palette

**Texas Blue** reflects the stable, trustworthy and professional values of The County Line Auction. It should always be the primary color used on any design or media.

Secondary and Tertiary colors, **Charcoal** and **Tan** should be used on top of background colors **Country Creme** and **White** for optimum contrast. These four supporting colors were chosen as neutral compliments to the more powerful Texas Blue.



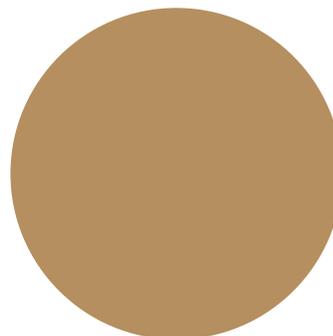
**Country Creme**  
R: 223  
G: 221  
B: 207



**Secondary Charcoal**  
R: 51  
G: 46  
B: 49



**Background White**  
R: 246  
G: 243  
B: 245



**Tertiary Tan**  
R: 181  
G: 143  
B: 95

# Official Colors

# Official

## Logo | LEMONMILK

AA BB CC DD EE FF GG HH II JJ  
KK LL MM NN OO PP QQ RR SS  
TT UU VV WW XX YY ZZ

## Headings | Centrury Gothic Bold

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz

## Online Body Copy | Centrury Gothic Regular

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz

# Fonts

## **Print Body Copy** | Baskerville

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

## **Special Occasion** | *Baskerville Italic*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk*  
*Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu*  
*Vv Ww Xx Yy Zz*

# Official Logos

### Primary Logo

The Texas Blue and white version of The County Line Auction logo is the primary version, and is to be used barring an unsightly or low contrast color as the background.

This logo was developed to be easy to read, digital and print media friendly. The blue color chosen to fill the logo reflects the stability and trustworthiness of TCLA, and hints at it's Texas roots. Also representing it's home state is the Texas lonestar in the center of the circle.

The circular shape of the logo will fit easily into a social media profile picture, the corner of an advertisement, the breast pocket of a T-Shirt or the center of an embroidered hat. It is easily shrunken down, or expanded.

The white version of the logo is to be used only on dark backgrounds, or colors that may clash with the navy blue. It is to be used sparingly, and only when visually necessary.





