



2060 DIGITAL

Branding Guidelines

Primary Logo | Please use the full color splat icon with green “2060” and “DIGITAL” in 2060 Navy blue as the preferred logo for all designs.



Alternate Logo (stacked) | ONLY use stacked logo when spacing requires a more vertical branding presence.



Secondary Logo | This logo may be used if the background must be dark. Please be sure to use 2060 Navy Blue behind the logo whenever possible.



Alternate Acceptable Use



A white one-color logo may be used ONLY when needing an understated 2060 Digital logo.

Unacceptable Use

DO NOT alter the color combination of the 2060 Digital logo.
DO NOT use a dark one-color logo for any reason.



Branding: Logo

Questions? Please contact
Robin Griteman, Director of Marketing
1.513.699.5144 | rgriteman@2060digital.com



2060 Digital Brand Colors

Our primary brand colors are the medium green from the 2060 logo, navy blue for the background color and a teal accent color. Some alternate colors may also be used as an accent.

Pantone Color:

Sample:

CMYK:

Hex Code:

Primary Brand Colors			
	376U	655U	3125U
			
	C 60 M 0 Y 100 K 0	C 100 M 90 Y 37 K 37	C 65 M 15 Y 25 K 0
	8AC440	0D1B36	49ABBB

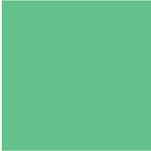
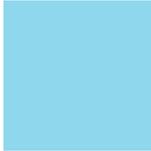
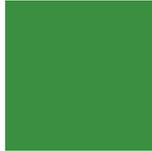
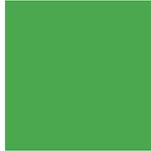
Secondary Brand Colors

Pantone Color:

Sample:

CMYK:

Hex Code:

	310U	3248U	353U	381U	2975U	347U	361U	388U
								
	C 55 M 0 Y 10 K 0	C 55 M 0 Y 35 K 0	C 60 M 0 Y 60 K 0	C 35 M 0 Y 95 K 0	C 40 M 0 Y 5 K 0	C 77 M 17 Y 100 K 10	C 73 M 10 Y 94 K 0	C 20 M 0 Y 90 K 0
	4EC6E2	81CDBA	70C176	9CCC49	7BCFE6	3D9041	3EA944	C6D92D

2060 Digital Fonts

These fonts may be found at google.com/fonts.
Other fonts may be used in special cases to create some creative interest.

Headline Font

Roboto Light

Callout Font

Roboto Regular

Paragraph Font

Roboto Light -
Larger fonts

Roboto Regular -
Smaller Fonts



Get familiar with the view from the top.

Search Engine Optimization (SEO) with 2060 Digital gives your website the edge it needs to beat your competition and rise to the top of results pages.

Talk to one of our Digital Brand Strategists. We know what search engines like, and after we optimize your site, we know they'll like you.

Call 513.699.5012 or email info@2060digital.com today.



2060DIGITAL



Branding: Fonts

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2060DIGITAL

Premier Google Partner Badge

Include this badge whenever possible as it sets 2060 Digital apart from our competitors and emphasizes our professional expertise.



Where to show the badge

Marketing materials

You can use the Premier Partner badge in marketing materials to indicate that we've earned the distinction of qualifying as a Premier Google Partner. You cannot, however, imitate the badge in any manner in your materials.

Here are some examples of marketing materials where we can show the badge:

Company website	Websites
Business cards	- If you show the Premier Partner badge online or in emails, it must link to 2060 Digital's Partner public profile page in Google Partner Search.
Emails	[https://www.google.com/partners/?hl=en-US#a_profile;idtf=2313744443]
Linked Google+ page	- You cannot show the Partner or Premier Partner badge on any website that violates any law or regulation, or otherwise violates Google's editorial policies.
Presentation materials for clients	
Resume	
Letterhead stationery	

How to show the badge

Appearance

- You can resize the Premier Partner badge to fit on marketing materials and/or the website as long as you maintain the aspect ratio and colors of the badge.
- If you are using the Premier Partner badge on a webpage, there must exist a minimum spacing that is no less than 1/2 the height of the badge between each side of the badge and other graphic or textual elements on your webpage.
- You cannot remove, distort, or alter any element of the Premier Partner badge. For example, you cannot change the colors of the badge or alter the position of the "G" logo.
- You cannot display the Premier Partner badge as the most prominent element on your webpage, or so that it appears larger or more prominent than our own name or logos.
- You cannot frame or mirror any Google page (including the page that appears in response to a click on the Google logo or Google search box).

General guidelines

- You cannot incorporate the Premier Partner badge or elements of the badge into your own logos.
- You cannot put the Premier Partner badge on any products or promotional items.
- You cannot display the Premier Partner badge in a manner that is in Google's sole opinion misleading, defamatory, infringing, libelous, disparaging, obscene, or otherwise objectionable to Google.