

Futura is the primary typeface.

Futura book preferred body type.

**Futura Heavy preferred head within body.**

Futura light for style headings (large headings, eg.)

**Futura bold at 60%-75% for large headings alternate**

Futura light condensed for callouts, captions

### Strasser Woodenworks Logo Usage

Pantone:

Blue: 2757C/U

Red: 202C or 201U

CMYK:

Blue: 100/80/0/20

Red: 0/100/60/40

RGB:

Blue: 35/46/100

Red: 140/33/53

**BLUE is always primary & cand stand alone.**

SPOT

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CMYK

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