

RANKINGS[®]

BRAND KIT

2022

LOGO ASSETS

RANKINGS®

LOGOTYPE



MANTICORE MASCOT

LOGO LOCKUPS

VERTICAL MANTICORE



HORIZONTAL MANTICORE



CRESTS

WITHOUT TITLE

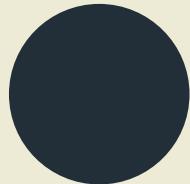


WITH TITLE



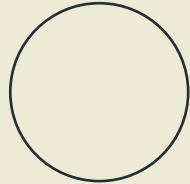
COLOR PALETTE

PRIMARY COLORS



NAVY SUIT

HEX: #2B3B4E
PANTONE: 19-4122 TCX
RGB: 43/59/78
CMYK: 85/70/47/40



PEARL

HEX: #ECE8D5
PANTONE: 9184 C
RGB: 236/232/213
CMYK: 7/5/16/0

ACCENT COLOR



BOW TIE

HEX: #ED768A
PANTONE: 177 C
RGB: 237/118/138
CMYK: 2/67/28/0

TYPOGRAPHY

HEADLINE

BN Cicero

Aa

ABCDEFGHIJKLMN

OPQRSTUVWXYZ
abcdefghijklmn

opqrstuvwxyz

(.,;?!\$&@*)

1234567890

Kerning: -25

Body

Source Sans Variable

Aa

ABCDEFGHIJKLMN

OPQRSTUVWXYZ
abcdefghijklmn

opqrstuvwxyz

(.,;?!\$&@*)

1234567890

EX. You'll have a full team of SEO
specialists **fighting** to put you at the top

Personal injury lawyer SEO is all we do.

Our marketing processes, playbooks, and people are completely focused on
Generation more qualified cases, more quickly.