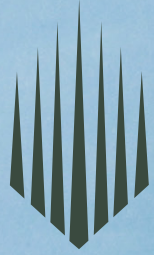


ROMANO CAPITAL PRESENTS



ONE TWENTY UP

VANCOUVER, WA



ONE TWENTY UP BRAND GUIDELINES 2026

www.OneTwentyUp.com



www.RomanoCapital.com



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Introduction

The One Twenty Up logo communicates the brand's nature of business while also symbolizing the brand's story around connectivity and community.

The rules about how to use the logo are meant to make sure that it is used the same way every time. This can help the logo gain value and recognition over time.

The logo is available in all basic formats for print and digital use.

To the right are the approved lockups.

The taglines "Vancouver, WA" & "A Romano Community" are NOT required on any logo lockup.



APPROVED BREAKOUTS

These color lockups have been approved for use. Do NOT use the logo with color lockups that have not been approved. Only use the greys or white colored logo if it is placed on a darker background on it's own where it is clearly visible. If there is any question of legibility, a box behind the logo is the best option.

ONE TWENTY **UP**

ONE
TWENTY
UP

ONE
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UP

ONE TWENTY **UP**

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ONE TWENTY **UP**

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ONE TWENTY **UP**

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UP

APPROVED LOGO / TAG LOCKUPS

These lockups have been approved for use. Do NOT use the logo with tagline lockups that have not been approved. Do NOT resize the tagline differently than the approved lockups.



To be used on communications, marketing materials, printed handouts, and all other associated literature.

Aa LOGO & LARGE HEADLINES
Bahnschrift (all weights)
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

Aa HEADINGS
Myriad bold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

Aa BODY
Myriad regular and light
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

COLOR PALETTES

Color palettes form the visual foundation of our brand, help to maintain consistency, and make our user interface aesthetically pleasing and enjoyable to use.

HEX

The code used for the color

RGB

Red, Green, Blue

Web and digital design, including television

CMYK

Cyan, Magenta, Yellow, Key (black)

Used for all printing



PRIMARY COLORS

SW 2739 Charcoal Blue

HEX # 3D4450

RGB # 61 / 68 / 80

CYMK # 75% 64% 50% 38%

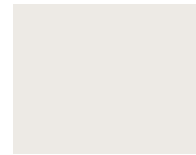


SW 0041 Dark Hunter Green

HEX # 3A4A3F

RGB # 58 / 74 / 63

CYMK # 72% 51% 68% 44%



SW 7004 Snowbound

HEX # EDEAE5

RGB # 237 / 234 / 229

CYMK # 06% 05% 08% 0%

OPTIONAL SECONDARY COLORS



SW 7599 Brick Paver

HEX # 93402F

RGB # 147 / 64 / 47

CYMK # 29% 82% 84% 25%



SW 6635 Determined Orange

HEX # C56639

RGB # 197 / 102 / 57

CYMK # 18% 70% 88% 5%

Try to maximize clear space around the logo whenever possible. Always scale the logo proportionally. Do NOT resize the building icon separately from the type.

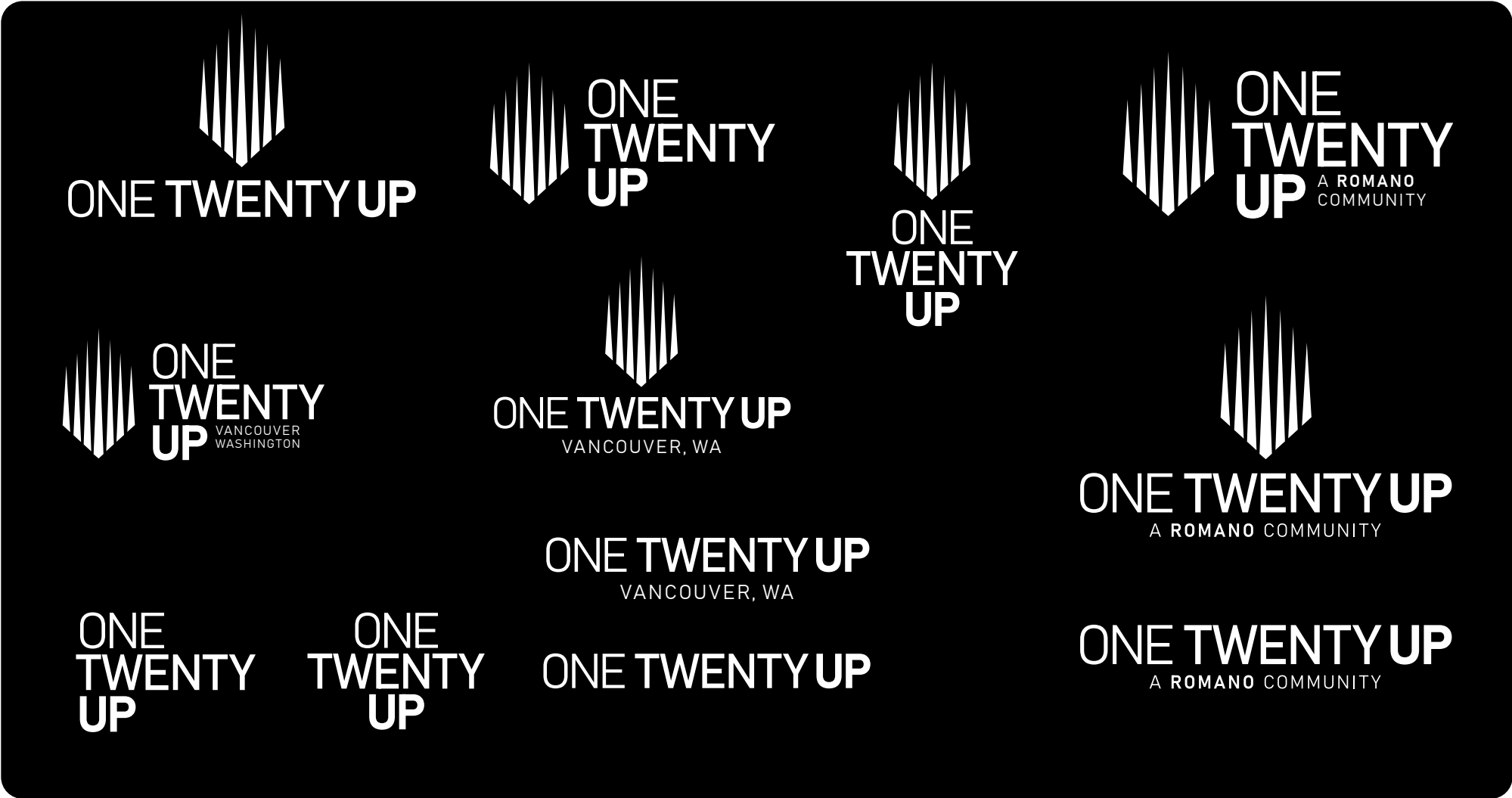
The minimum logo size provides the smallest possible reduction in which the logo is still easy to read. In exceptional circumstances, smaller sizes for print may be necessary. In such cases, legibility should always be your top priority.

Always maintain a minimal distance from other elements by using the "U" to measure the space around the logo. Double this amount is preferable. Use the distance from the tagline to the top of the text.



APPROVED LOGO REVERSALS

These logo reversals have been approved for use.
Only use the white colored logo if it is placed on a darker background on it's own where it is clearly visible.
If there is any question of legibility, a box behind the logo is the best option.





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