



Wagner

Agency, Inc.

Brand Guide

Primary Typefaces

Roboto Condensed, 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
!@#\$%^&*()';:'</>_

Source Sans Pro, 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
!@#\$%^&*()';:'</>_

Secondary Typefaces

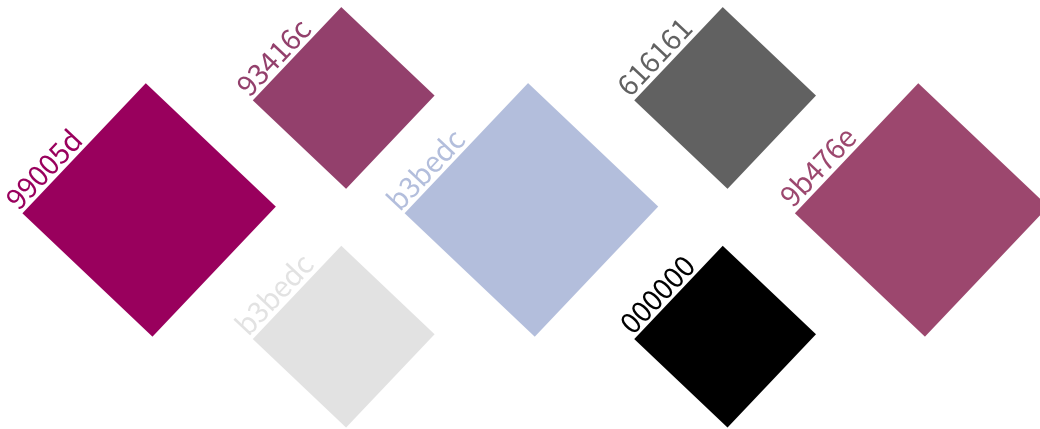
Open Sans, Regular

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
!@#\$%^&*()';:'</>_

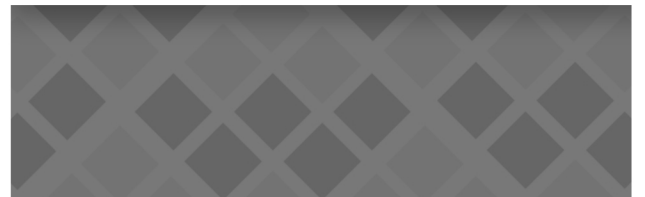
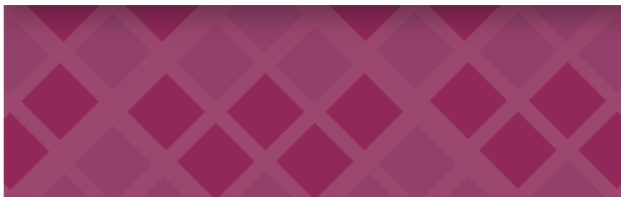
Montserrat, Regular

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
!@#\$%^&*()';:'</>_

Primary and Secondary Color Palettes



Textures and Patterns



Primary Wordmark

Wagner

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Primary Logo



Logo Demonstration, Print Ad



Primary Photos

