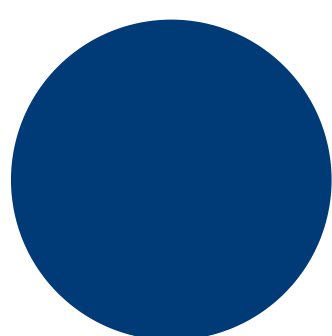


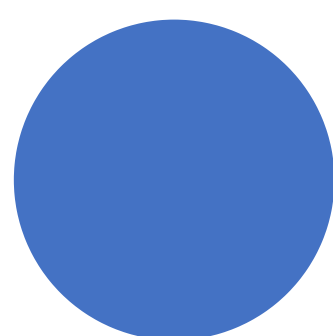
# Brand Guidelines

FOR MCCARTHY O'CONNOR, P.C.

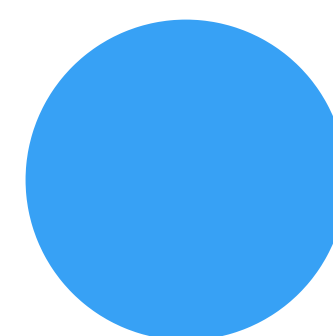
## Colors



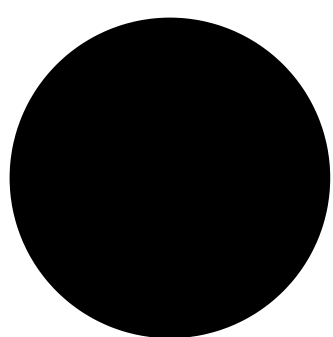
**Dark Blue**  
#003A77



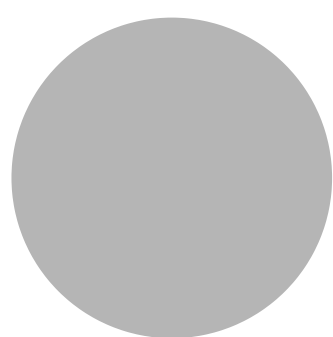
**Medium Blue**  
#4472c4



**Light Blue**  
#37a1f5



**Black**  
#000000



**Medium Gray**  
#b5b5b5



**Light Gray**  
#efefef

## Buttons

PRIMARY BUTTON

**Primary button**  
Used for colored  
background

PRIMARY BUTTON

**Primary button**  
Used for white  
background

PRESSED STATE

PRESSED STATE

## Typography

Style	Font	Use	Colors
<b>Headline</b>	Archivo Narrow	Headline, blog title, and subheadline	● ● ○
BUTTON TEXT	Arial	Buttons and "Read More" blog links	● ○
Body	Montserrat	Body text and various descriptions	● ● ○