



**McGee Company**  
Since 1951

# Brand Guidelines



## Our Style

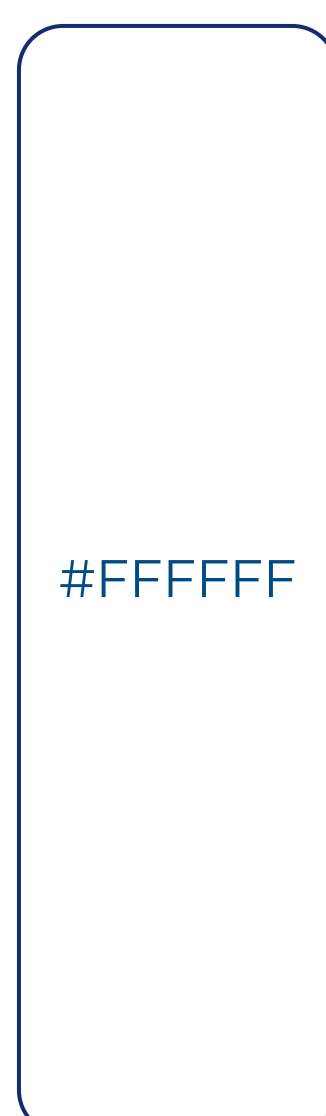
McGee Company's brand style is simple, clear, concise and rooted in our history.



## Our Colors

### CORE COLORS AND ACCEPTABLE COMBINATIONS

McGee Company's colors are blue, yellow, and white. Black may also be used.



## Typography

McGee Company uses the Canva fonts Montserrat and TT Commons Pro Expanded.

**MCGEE COMPANY**  
**MCGEE COMPANY**

**Aa** (Montserrat)

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	00	01	02	03
04	05	06	07	08	09				



## Our Logo

CLEAN AND ROOTED IN OUR HISTORY

Our logo is simple and clean, and calls back to our 75+ years of history that got us where we are today.

Different color versions are available for what best fits the circumstances.

A simplified version of our logo with only the McGee "M" is also acceptable.



## Using Our Logo

[MCGEEMARKETING@MCGEECOMPANY.COM](mailto:MCGEEMARKETING@MCGEECOMPANY.COM)

For requests to use our logo, please reach out to us at the email above and we would be happy to assist.

