



## LBYPD Marketing Standards

### Company Colors



Pantone Red 188

Hex Code:  
#943731

RGB Code:  
Red: 146  
Green: 52  
Blue: 47

CMYK Code:  
Cyan: 0  
Magenta: 79  
Yellow: 65  
Black: 47



PMS 7545 Coated  
4505 Uncoated

Hex Code:  
#445765

RGB Code:  
Red: 68  
Green: 87  
Blue: 101

CMYK Code:  
Cyan: 76  
Magenta: 58  
Yellow: 45  
Black: 101



Pantone 14-4102  
Glacier Gray

Hex Code: #c6cbcc

RGB Code:  
Red: 198  
Green: 203  
Blue: 204

CMYK Code:  
Cyan: 22  
Magenta: 15  
Yellow: 16  
Black: 0

### Complementary Colors



Hex Code:  
#4E7C7A

RGB Code:  
Red: 78  
Green: 124  
Blue: 122

CMYK Code:  
Cyan: 72  
Magenta: 37  
Yellow: 49  
Black: 11



Hex Code:  
#15593D

RGB Code:  
Red: 21  
Green: 89  
Blue: 61

CMYK Code:  
Cyan: 87  
Magenta: 39  
Yellow: 82  
Black: 36



Hex Code:  
#273356

RGB Code:  
Red: 39  
Green: 51  
Blue: 86

CMYK Code:  
Cyan: 92  
Magenta: 83  
Yellow: 40  
Black: 33

## LBYPD Company Fonts

Standard Serif Font (Body Text):

Century Schoolbook

Variations:

**Century Schoolbook Bold**

*Century Schoolbook Italics*

***Century Schoolbook Bold Italics***

Standard Sans Serif Font (Headings):

Franklin Gothic Medium

Variations:

***Franklin Gothic Medium Italics***

## LBYPD Civil and Structural Engineers

Today, after 40 years in business, LBYPD offers civil and structural engineering services with offices located in Birmingham, Huntsville and Tampa Bay. We provide engineering services for architects, engineers, contractors, commercial developers, public and private institutions and local, state and federal governments.