

Big Apple color classified ad

HEADLINE

- font: **Cheltenham Bold** or **Cheltenham Ultra**
- in brand “red”
- font size: 20-28 pt.

SUBHEAD

- font: *Cheltenham Book Italic*
- in black
- font size: 14-18 pt.

**Headline goes here
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If needed, subhead here.

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Call **1-800-123-4567**
or email **careers@cnbrown.com**

BIG APPLE

Cold Beverages • Ice • Snacks • Coffee • Groceries • Gasoline

BODY COPY

- font: Cheltenham Light or Cheltenham Book
- in black
- font size: 10-12 pt.

CONTACT INFO

- font: **Cheltenham Ultra**
- in black
- font size: 10-12 pt.

BRAND ELEMENTS

- Horizontal full color logo, 1.5 to 1.75 inches wide
- Horizontal rules on either side of the logo at 0.5 point thick, 7/8ths inch logo, 3/16ths inch from edge of ad
- List of products in Cheltenham Ultra Italic, in brand green, 8-point type

OTHER

- 0.5 point rule around whole ad
- at least 3/16ths padding inside the rule around the whole ad centered text
- white background throughout

Big Apple b/w classified ad

HEADLINE

- font: **Cheltenham Bold** or **Cheltenham Ultra**
- in black
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SUBHEAD

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BIG APPLE

Cold Beverages • Ice • Snacks • Coffee • Groceries • Gasoline

BODY COPY

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- in black
- font size: 10-12 pt.

CONTACT INFO

- font: **Cheltenham Ultra**
- in black
- font size: 10-12 pt.

BRAND ELEMENTS

- Horizontal grayscale logo, 1.5 to 1.75 inches wide
- Horizontal rules on either side of the logo at 0.5 point thick, 7/8ths inch logo, 3/16ths inch from edge of ad
- List of products in Cheltenham Ultra Italic, in 50% black, 8-point type

OTHER

- 0.5 point rule around whole ad
- at least 3/16ths padding inside the rule around the whole ad centered text
- white background throughout