

# FIRST BLOCK CORPORATION

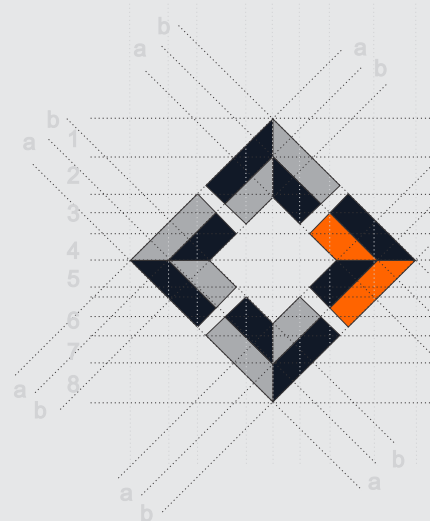
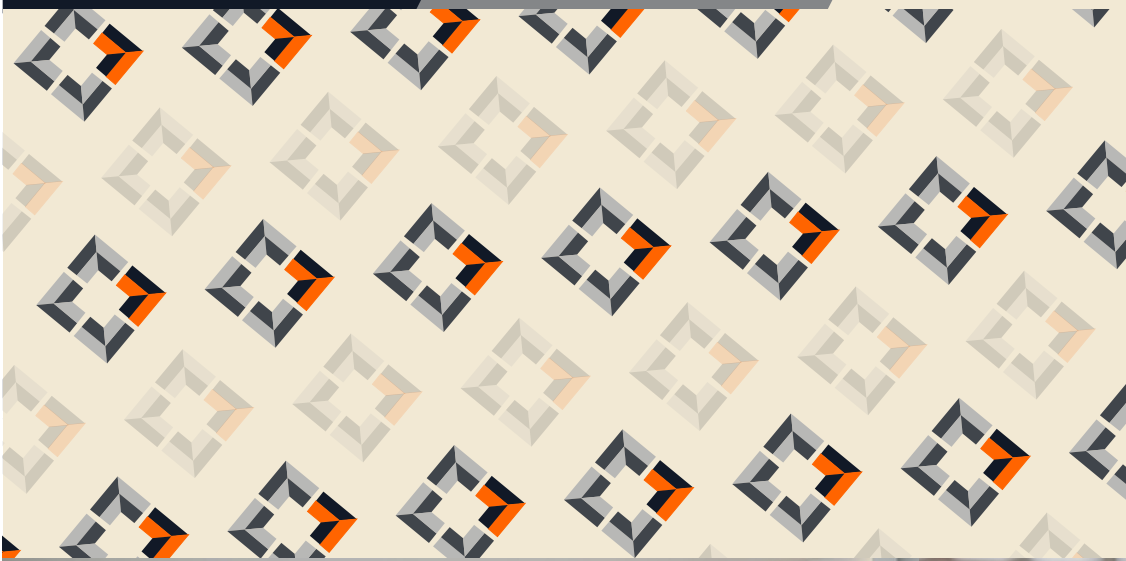
#111927

#848688

#F2E9D4

#143D41

#FF6400



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**Gotham Bold**  
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**Brand Guidelines**  
 Typography Font weights Bold weights of Gotham are used for headings  
 If a heading is 18px or under in size, Bold is recommended. If a heading is over 18px in size, Semi Bold is recommended. Gotham Regular and Light are used for body copy:-  
 If copy is 18px or under, Regular is recommended. If copy is over 18px, Light is recommended.  
 The example to the ABOVE shows how the different font weights and sizes can be used to create points of difference and a hierarchy. When setting type, the size of the type in any design will of course, depend on the size and shape of the art board.