

PRIMARY LOGO - HORIZONTAL AND VERTICAL

CLEAR SPACE

With
TaglineWithout
Tagline

ACCEPTED LOGOS



TYPOGRAPHY

Helvetica Bold - Headline

1234567890 !@£\$%-&*0-=+
abcdefghijklmnopqrstuvwxyzABCDEFGHIJ

Helvetica Regular - Subhead

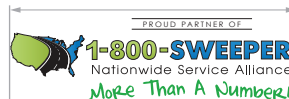
1234567890 !@£\$%-&*0-=+
abcdefghijklmnopqrstuvwxyzABCDEFGHIJ

Helvetica Light - Body Copy

1234567890 !@£\$%-&*0-=+
abcdefghijklmnopqrstuvwxyzABCDEFGHIJ

MINIMUM SIZE REQUIREMENTS

Minimum Size 1.5 inch



Minimum Size 1.0 inch



COLOR PALETTE

ONE COLOR



Black or any dark color may
be used

PRIMARY COLORS



PMS 7461
93, 32, 0, 0
0, 130, 187



PMS 361
77, 2, 100, 0
46, 177, 53



PMS 7739
76, 1, 93, 7
48, 155, 66

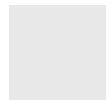


Black
0, 0, 0, 100
0, 0, 0

SECONDARY COLORS

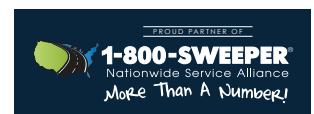


PMS 540
100, 77, 38, 36
0, 50, 91



Cool Grey 2
15, 11, 13, 0
214, 214, 212

REVERSED



LOGO MISUSE



INCORRECT FONT AND COLOR



INCORRECT PLACEMENT OF SYMBOL



STRETCH OR SKEW



INCORRECT ELEMENT SIZE