



The principal logo is the stacked lockup, the 4 color logo with red and brown type below. The horizontal logo is used as a secondary logo in instances when the format requires (i.e. letterhead). The logo is should rarely be used on a solid colored background — thus losing the 4 color effect. In cases where a solid background is necessary, both the vertical and horizontal logos can be used in white on any of the 4 colors. All versions can be used in grayscale, as well as black and white, as shown below. These are the only versions permitted.

PRINCIPAL LOGO



PRINCIPAL LOGO - Grayscale



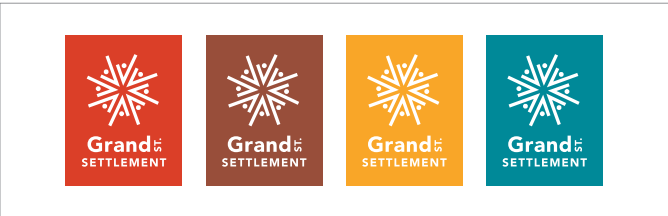
SECONDARY LOGO



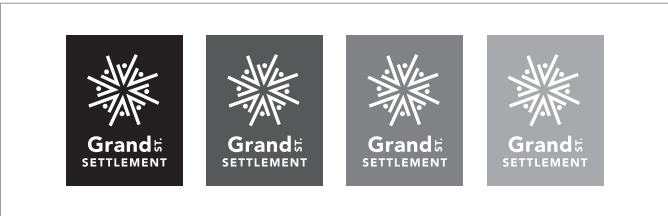
SECONDARY LOGO - Grayscale



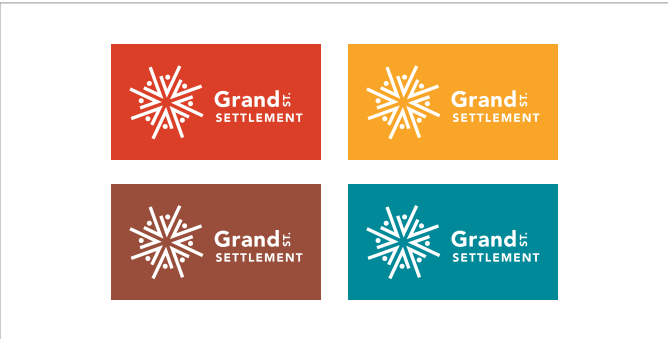
PRINCIPAL LOGO - Reversed



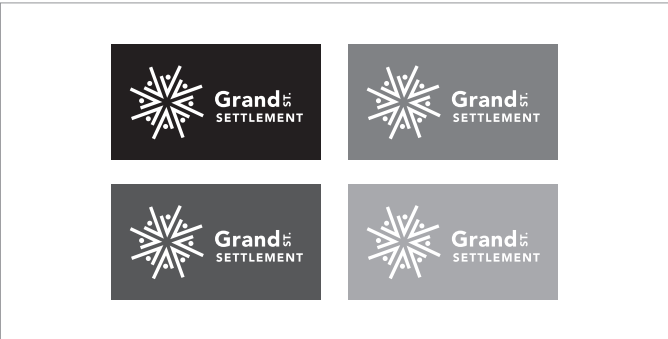
PRINCIPAL LOGO - Reversed Grayscale



SECONDARY LOGO - Reversed



SECONDARY LOGO - Reversed Grayscale



This specifies the color breakdown for correct implementation of the visual identity on all types of media.

PRINCIPAL LOGO COLORS

Red



CMYK

C 10
M 90
Y 100
K 0

RGB

R 220
G 65
B 40

PMS

485 C

Brown



CMYK

C 31
M 75
Y 80
K 20

RGB

R 152
G 79
B 58

PMS

491 C

Yellow



CMYK

C 0
M 40
Y 95
K 0

RGB

R 250
G 165
B 39

PMS

740 C

Turquoise



CMYK

C 84
M 0
Y 23
K 30

RGB

R 0
G 137
B 153

PMS

3155 C

GRAYSCALE LOGO COLORS

Black



CMYK

C 0
M 0
Y 0
K 100

RGB

R 35
G 31
B 32

Dark Gray



CMYK

C 0
M 0
Y 0
K 80

RGB

R 88
G 89
B 91

Gray



CMYK

C 0
M 0
Y 0
K 60

RGB

R 128
G 130
B 133

Light Gray



CMYK

C 0
M 0
Y 0
K 40

RGB

R 167
G 169
B 172

We have our own unique and distinctive typography. The Avenir typeface helps us to create our own recognizable style.

PRINT FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Avenir Book - Body copy for printed materials

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Avenir Black - Headline copy for printed materials

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Avenir Heavy - Subheadline copy for printed materials

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Avenir Book Oblique

WEB / PRESENTATION FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Regular - Body copy for online and MS Word & PPT materials

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Bold - Headline copy for online and MS Word & PPT materials