

STYLE GUIDE







Logo Clear Space



# Incorrect Logo Usage



Do not create, retype or redraw our logo



Do not stretch or alter our logo in any way.



Do not use graphic effects such as drop shadows on our logo.



Do not use our logo as a read-through text.



Do not add graphics to our logo.



Do not create a pattern with our logo.



Do not place our logo on backgrounds with high contrast that decrease legibility.



Do not play our logo near objects without defined clear space.



Do not fill the interior of our logo with a color; it should remain transparent.

# Color Palette - Primary

**PANTONE 7686 C**

C92.6 M43.9 Y0 K42

RGB: 11-83-148

Hex #0b5394

**PANTONE 485 C**

C0 M84 Y91 K23

RGB: 197-32-18

Hex #c52012

**PANTONE 654 C**

C100 M71 Y10 K47

RGB: 0-68-122

Hex #003A70

**PANTONE P 179-16 C**

C0 M0 Y0 K80

RGB: 51, 51, 51

Hex #333333

**PANTONE 431 C**

C24 M12 Y0 K49

RGB: 99, 114, 130

Hex #637282

**PANTONE 11-4201 TPX**

C1 M0 Y0 K2

RGB: 247, 249, 250

Hex #f7f9fa

# Typography

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Logo Text (Only)

Helvetica

Light

abcdefghijklm  
nopqrstuvwxyz

Regular

abcdefghijklm  
nopqrstuvwxyz

Primary Text

Assistant

Light

abcdefghijklm  
nopqrstuvwxyz

Regular

abcdefghijklm  
nopqrstuvwxyz

Secondary Text

Open Sans

Light

abcdefghijklm  
nopqrstuvwxyz

Regular

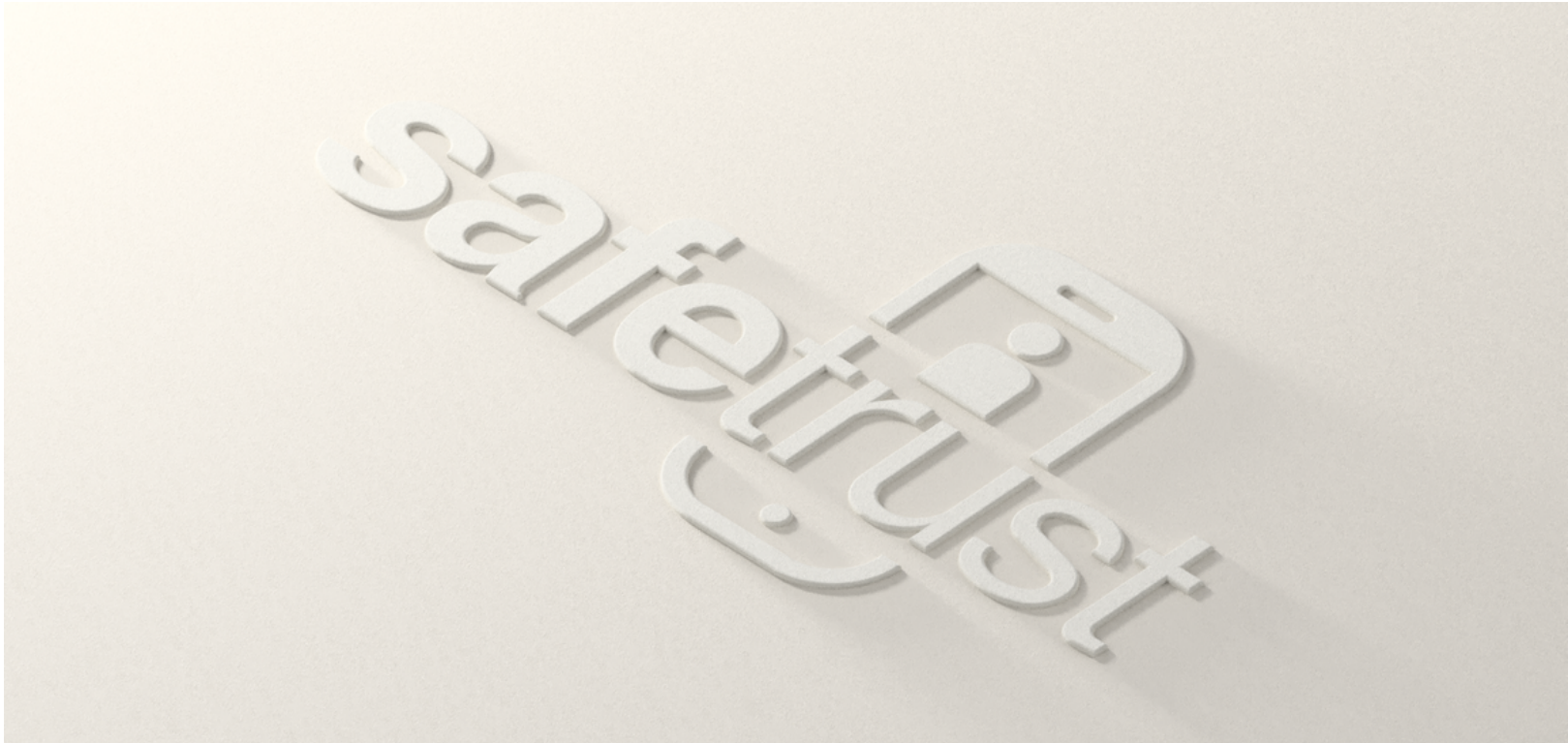
abcdefghijklm  
nopqrstuvwxyz





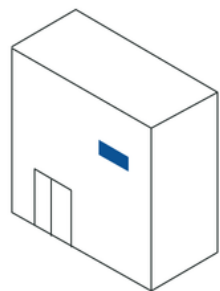
Logotype Special Version

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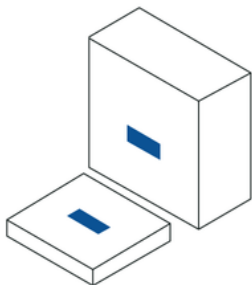


# Application Usage

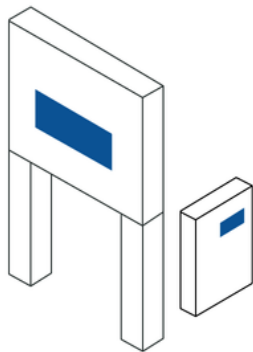
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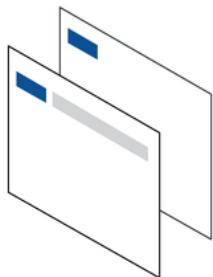
**Building signage**  
Primary exterior vs.  
door sign



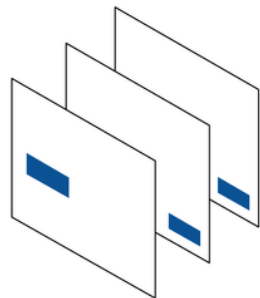
**Packaging**  
Box and  
documentation



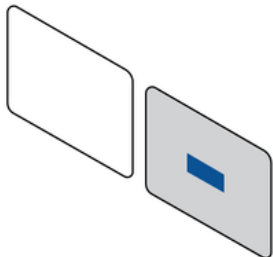
**Tradeshow**  
Primary and  
secondary view



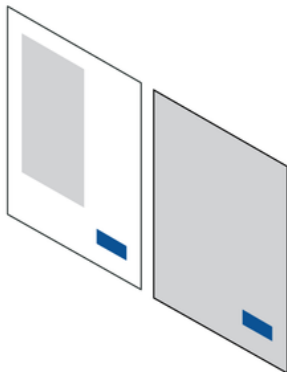
**Websites**  
Homepage vs.  
secondary pages



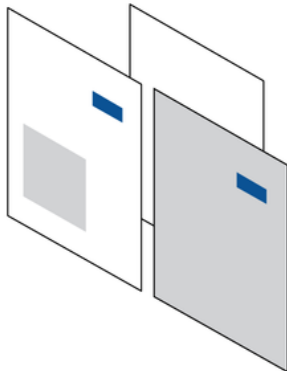
**Presentations**  
Title slide and  
following slides



**Business Card**  
Front and back



**Advertising**  
Single pages



**Collateral**  
Cover vs. interior

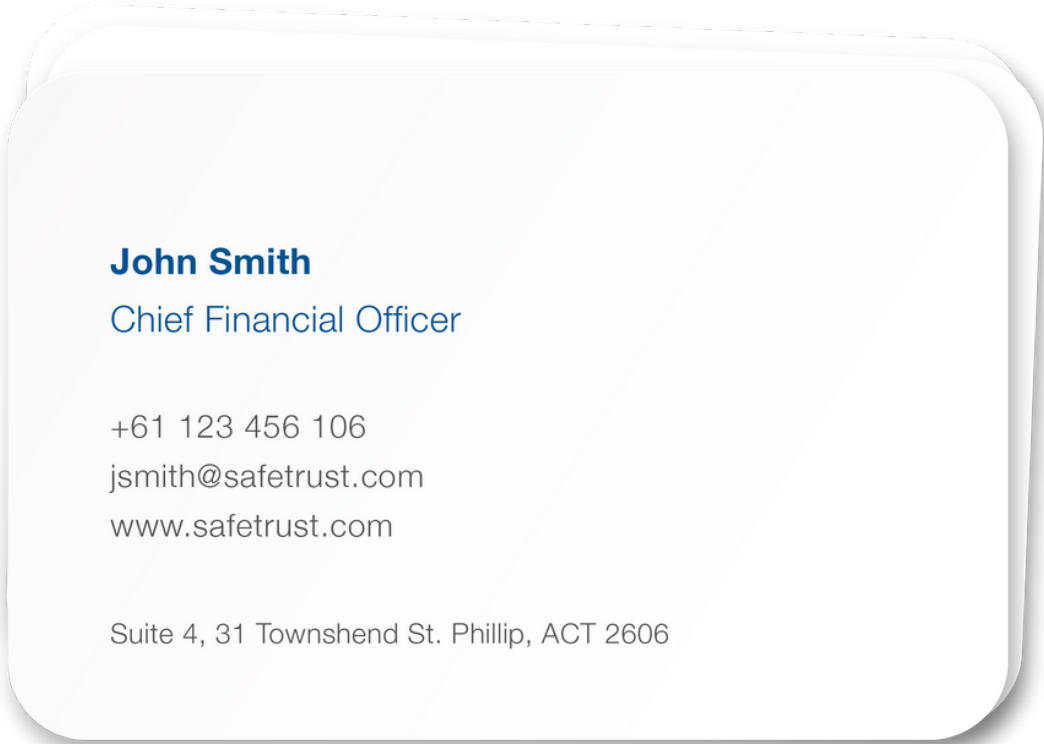
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Business Card Blue



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