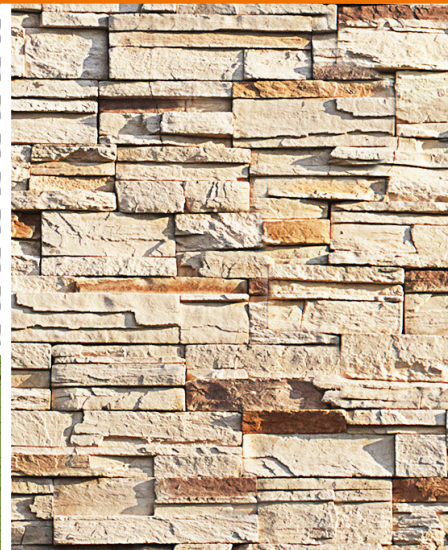
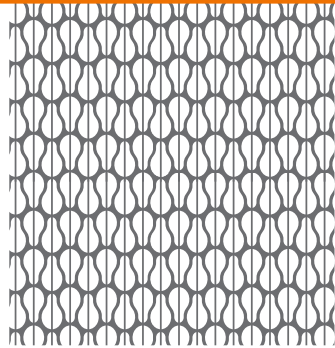




# BRAND GUIDELINES



## Using the Guidelines

These guidelines have been established to convey a consistent and unified presence on all communications materials. Please follow the guidelines carefully.

# LOGO USAGE

## COLOR VARIATIONS

Various color versions of the logo are available. It may be used as a full-color version, black version, and white (reversed-out) version.



Full Color variation is preferred and should be used whenever possible.



The all Black option should only be used in publications that do not allow for grayscale and should always have a white background.



Reversed out option should only use white logo and should always be placed on a dark background color, preferably one of the brand approved colors. The reverse out option should only be used when it is not possible to use the full color logo.

## MINIMUM SIZE REQUIREMENTS

The size of the logo will vary depending upon the application in which it is used.

When using the logo on smaller materials, the logo must never be less than 1" or 100 pixels wide on the logo, regardless of the application.

For larger pieces, such as a banner, poster or clothing, the logo should be proportionally and tastefully resized. As a general rule, the logo should never take up more than 10% of the entire piece.



1" - Print



100 Pixels - Screen

# LOGO USAGE *(Continued)*

## CLEARSPACE

The logo is a stand-alone graphic, not to be used in combination with other words, symbols or graphics. A minimum amount of space is mandatory around the logo in every application. That space is equal to the height of the words in the logo. That space is defined as "A" in the example that follows. The white space around the logo begins at the ends of the logotype and extends equally on all sides.



## INCORRECT LOGO USAGE

Do not compromise the readability of the logo by using colors that are too similar or close in scale. The following logo examples illustrate a number of variations of the logo that are unacceptable.



Never compress the logo.

Never stretch the logo.



Never rearrange the elements of the logo.

Never change the colors of the logo.

# COLOR PALETTE

## PRIMARY

These are the primary colors used on the logo and throughout.



PMS 584  
HEX # D4D654



PMS 7745  
HEX # A9AB36



PMS 152  
HEX # E87200

## SECONDARY

These are the complementary colors that can be used in conjunction with the primary colors.



PMS 155  
HEX # F1D09F



PMS 7499  
HEX # F1E4B2



PMS 300  
HEX # 005CB9



PMS 7527  
HEX # D6D1C4



PMS 576  
HEX # 789C4A



PMS 5757  
HEX # 6B702E



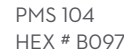
PMS 103  
HEX # C5A900



PMS 302  
HEX # 0C3B5D



PMS 575  
HEX # 68813C



PMS 104  
HEX # B09700



PMS 303  
HEX # 002A3A



PMS 153  
HEX # C06B13



PMS C GRAY 11  
HEX # 54565A



BLACK  
HEX # 000000

# TYPEFACES

## NEUTRAFACE 2

Neutraface 2 Light & *Italic*  
Neutraface 2 Book & *Italic*  
Neutraface 2 Demi & *Italic*  
**Neutraface 2 Bold & *Italic***

Minimum size: 8 pt.

## NEUTRAFACE SLAB

Neutraface Slab Light & *Italic*  
Neutraface Slab Book & *Italic*  
Neutraface Slab Demi & *Italic*  
**Neutraface Slab Bold & *Italic***

## TUNGSTEN

Tungsten Light  
Tungsten Book  
**Tungsten Bold**

## WEB FONT

Neutraface 2 equivalent is Avenir (Google fonts).