

FULL COLOR

dark black



1 color other than black (color: orange)



black and white (color: black)



greyscale



REVERSED OUT (ALL APPLY)

100% color



100% black



less than 50% tint of a color



over 50% tint of a color



COLOR PALETTE

orange



PMS: 144C
CMYK: 15 - 45 - 100 - 0
RGB: 217 - 149 - 41
HEX #: D99529

dark grey



PMS: 90% of Hexachrome Black C
CMYK: 0 - 0 - 0- 90
RGB: 64 - 63 - 65
HEX #: 403F41

grey



PMS: 60% of Hexachrome Black C
CMYK: 0 - 0 - 0- 50
RGB: 128 - 128 - 128
HEX #: 808080

black
(only when
greyscale is
not possible)



CMYK: 0 - 0 - 0 - 100
RGB: 0 - 0 - 0
HEX #: 000000

TYPOGRAPHY



DON'TS



don't stretch the logo in one direction only



don't change the fonts



don't use colors outside of the color palette

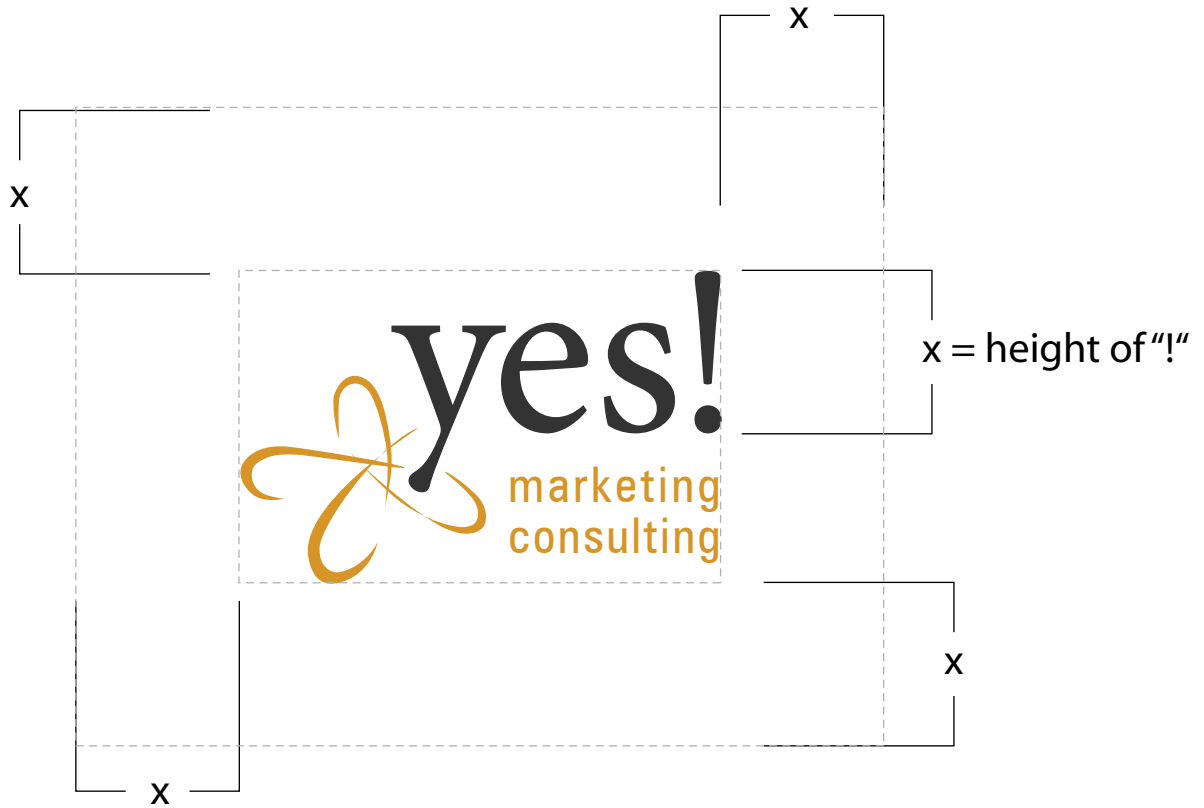


don't change the placement of any element



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SPACE AROUND



WITHOUT TAGLINE





LOGO USAGE GUIDELINES



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