



AN ADMAGIC™ COMPANY

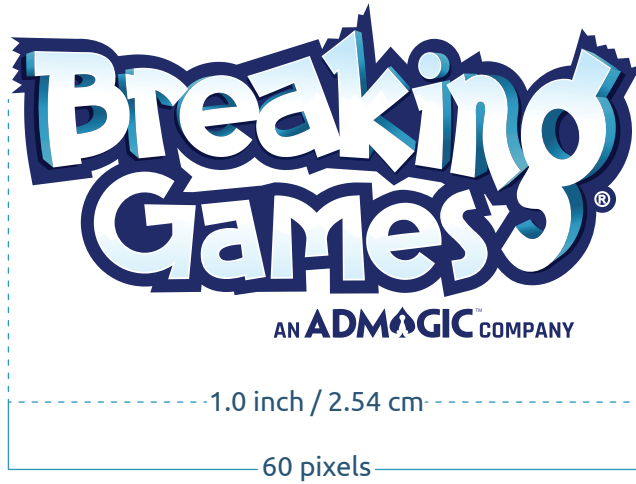
CORPORATE BRAND STANDARDS

BASE BRAND

FOR LIGHT AND DARK BACKGROUNDS

MINIMUM SIZES SHOWN NOT TO ACTUAL SCALE

FOR USAGE ON LIGHT BACKGROUNDS

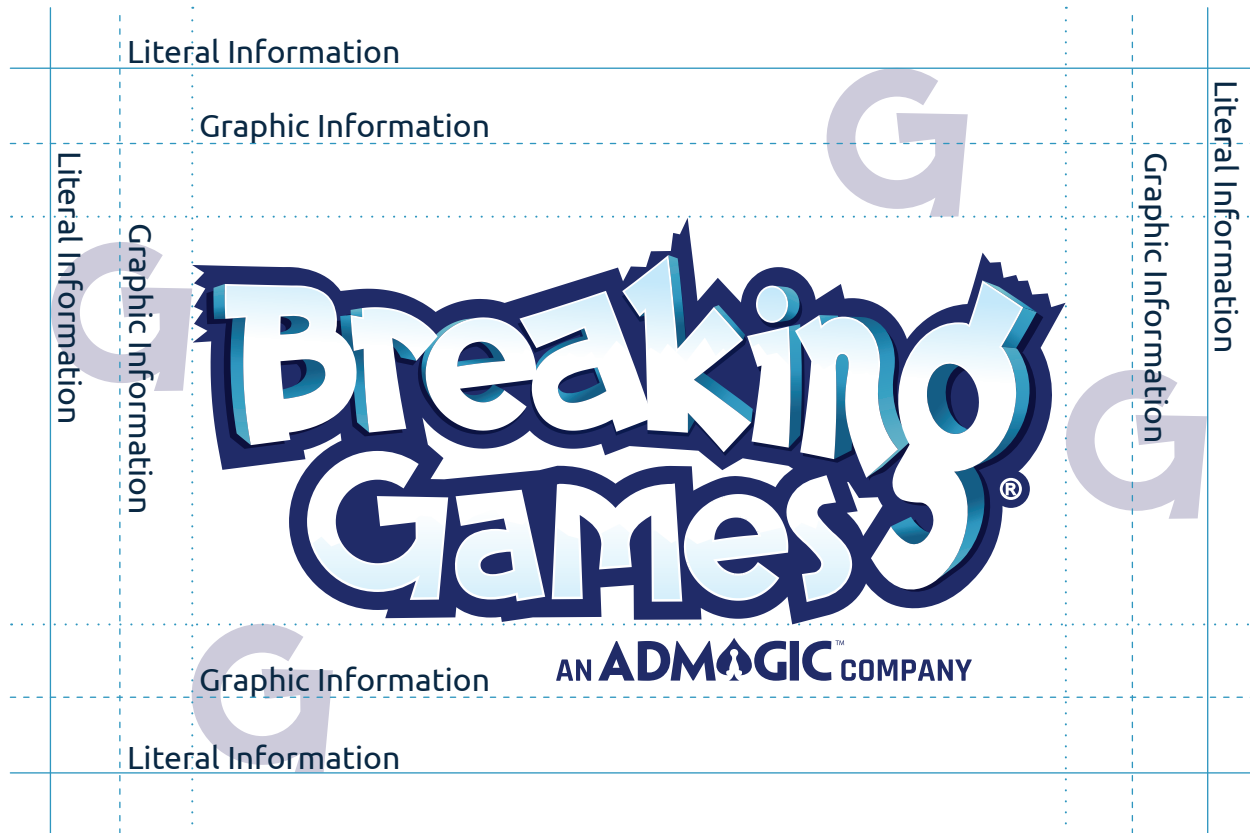


FOR USAGE ON DARK BACKGROUNDS



SPATIAL GUIDELINES

BASE VERSION



SPATIAL GUIDELINES

KNOCKOUT VERSION

GRAY BOX ONLY FOR REFERENCE

Literal & Graphic Information



CORRECT BRAND FORMATS

BRAND MUST BE USED IN THESE FORMATS ONLY

FULL COLOR



GRAY SCALE



ONE COLOR



INCORRECT BRAND FORMATS

THE FOLLOWING MUST NOT BE DONE WITH THE BRAND

SKEW OR ITALIZE



CHANGE DISPLAY OR DIRECTIONS



ADD DISTORTION



REMOVE OR ADD ELEMENTS



RESIZE ELEMENTS



DISPLAY ON PATTERNS



TYPEFACES

PRIMARY TYPEFACE, FOR ALL APPLICATIONS

UBUNTU REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ | 0123456789

UBUNTU MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ | 0123456789

UBUNTU BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ | 0123456789

SECONDARY TYPEFACE, FOR ADVERTISEMENT HEADLINES

AVENIR NEXT CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ | 0123456789

COLORS

FOR ALL APPLICATIONS

BASE COLORS



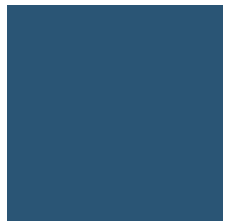
MAIN "INDIE" BLUE

PANTONE: 2746C
CMYK: C=100 Y=93 M=24 K=23
RGB: R=34 G=45 B=104
HEX: #222D68



SECONDARY BLUE

PANTONE: 7702C
CMYK: C=71 Y=22 M=14 K=0
RGB: R=64 G=159 B=194
HEX: #409FC2



TERTIARY BLUE

PANTONE: 7700C
CMYK: C=89 Y=64 M=35 K=16
RGB: R=43 G=86 B=117
HEX: #2B5675

ACTION COLORS



LINK GREEN

CMYK: C=75 Y=0 M=84 K=0
RGB: R=50 G=131 B=99
HEX: #32B563



HEADLINE RED

CMYK: C=19 Y=98 M=99 K=9
RGB: R=187 G=40 B=39
HEX: #BB2827



SUBLINE ORANGE

CMYK: C=0 Y=85 M=100 K=0
RGB: R=240 G=78 B=35
HEX: #F04E23