

LOGO: GUIDELINES



PRIMARY LOGO

The primary logo used for most applications.



EXCLUSION ZONE

The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the 'exclusion zone' is equal to that of the width of the 'E' in the logotype.



COMBINED LOGO

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LOGO: GUIDELINES



EVERYWHERE

MONOCHROME

When monochrome is used, then all elements are to be 100% black.

All rules of white out also apply when the EVERYWHERE is used alone.



WHITE OUT

This form of the logo must only be used against background colors strong and dark enough to hold enough contrast to maintain legibility.

All rules of white out also apply when the EVERYWHERE is used alone.



MONOCHROME/WHITE OUT COMBINED LOGO

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HORIZONTAL LOGO

The primary logo used for horizontal and small spaces where the stacked version can not be used.



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LOGO: MINIMUM SIZE

Minimum width

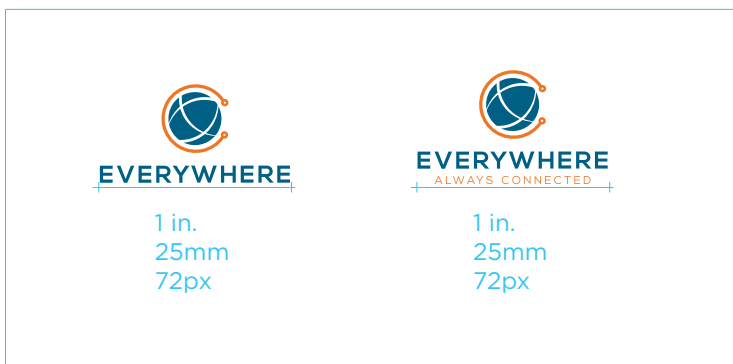


PRIMARY LOGO

The minimum size for the primary logo is 1 in (25mm) (72px).

There is no maximum width.

Minimum width



COMBINED LOGO

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There is no maximum width.

LOGO COLOR: GUIDELINES



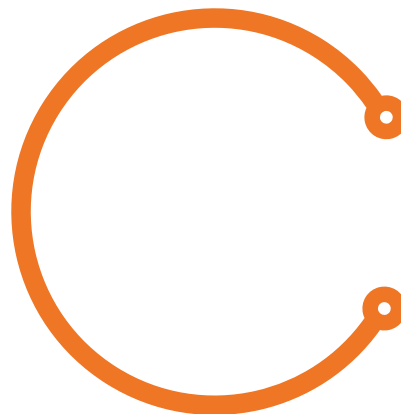
PANTONE BLUE 7469 C

PROCESS	C	M	Y	K
	100	58.03	30.07	9.67
	R	G	B	
	0	94	133	
	HEX			
	#005E85			



PANTONE ORANGE 158 C

PROCESS	C	M	Y	K
	3	66	99	0
	R	G	B	
	238	118	35	
	HEX			
	#EE7623			



FONT: GUIDELINES

ABCD

GOTHAM BOLD

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer euismod orci sed quam imperdiet rhoncus.

GOTHAM

The primary font used is Gotham. It is available in a variety of weights. These three are the most commonly used.

ABCD

GOTHAM BOOK

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer euismod orci sed quam imperdiet rhoncus

ABCD

GOTHAM LIGHT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer euismod orci sed quam imperdiet rhoncus

ABCD

Helvetica

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer euismod orci sed quam imperdiet rhoncus

Helvetica

The sans serif Helvetica can be used in place for web and print when our primary font is not available.