

BRAND GUIDELINES

Design Guide

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Logo Usage



Primary Logo

- Use as default logo on marketing materials and formal applications such as business cards, stationery, envelopes, etc..



Logo with Tag Line

- Use on marketing materials such as brochure covers, print and online ads. If application calls for multiple logos on various pages, use Tag Line version only once and Primary Logo in additional locations.



Shield

- Use as a design accent. Never use in place of primary logo.



Logo Variants (only use for specific types of printing)

- **Black & White Logo:** Use only when color is not available
- **Outline Logo:** Use only in low-resolution printing such as embroidery or plastic/metal engraving
- **Tiny Logo:** Use only when reproducing very small logo, printing in low resolution such as plastic/metal engraving



Color Usage and Specifications





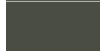
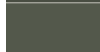
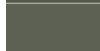
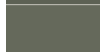
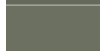
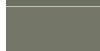



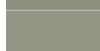


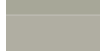
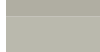
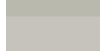
Logo Red:

- Always use solid color.
- Do not tint or create gradients.



Warm Gray:

- For CMYK applications, warm grays are based on Pantone CMYK system: P178-1C through P178-16C. Default Warm Gray is P178-13C.
- Tint percentages can be used.
- Do not create gradients.

	Pantone CMYK	CMYK	RGB	HEX	PMS Solid
	P 47-16 C	0/91/92/60	120/20/0	#781400	1815
	P 178-16 C	54/42/57/60	59/60/50	#3a3b31	418
	P 178-15 C	54/42/57/53	73/77/66	#484d42	95% of 418
	P 178-14 C	54/42/57/44	83/88/76	#53574b	90% of 418
	P 178-13 C	54/42/57/36	93/97/84	#5c6053	85% of 418
	P 178-12 C	54/42/57/29	101/105/91	#65695b	80% of 418
	P 178-11 C	54/42/57/23	108/112/97	#6c6f61	75% of 418
	P 178-10 C	54/42/57/16	116/119/104	#737768	70% of 418
	P 178-9 C	54/42/57/8	124/128/112	#7c7f6f	65% of 418
	P 178-8 C	54/42/57/0	134/138/121	#868978	60% of 418
	P 178-7 C	50/39/53/0	142/144/127	#8d8f7f	55% of 418
	P 178-6 C	46/36/49/0	149/150/134	#959686	50% of 418
	P 178-5 C	42/32/44/0	157/159/144	#9d9e90	45% of 418
	P 178-4 C	37/29/40/0	167/167/152	#a7a698	40% of 418
	P 178-3 C	33/26/35/0	176/174/162	#afaea2	35% of 418
	P 178-2 C	28/22/30/0	186/185/173	#bab8ad	30% of 418
	P 178-1 C	23/18/24/0	197/195/187	#c5c3ba	25% of 418

Font Specifications and Usage

Fonts for Print Usage

Warnock Pro

- Use in primary headlines, secondary headlines and text.
- **Headline weight:** Regular
- **Text weight:** Regular. Use bold weight only to create emphasis.
- Headline kerning and tracking should be tight, no letters touching.
- Font family available from Adobe.com for print and web use.

Frutiger

- Use only for subheads or when a sans serif font is needed for design elements such as sidebars, tables, diagrams and other related information.
- **Subhead weight:** Bold
- Font family available from Adobe.com for print and web use.

Fonts for Online Usage

Crimson Text

- Available from Google Fonts Catalog
- Use for primary page headlines (h1, h2, etc.)
- Always use css attribute “font-spacing:-.05em;”

Open Sans

- Available from Google Fonts Catalog
- Use for primary text and subheads and captions



Design Guidelines

Layout Guidelines

- Use multiple warm gray tones to create depth and/or delineate information blocks.
- Logo can float within the design; alone or combined with sections of warm gray.
- Logo can bleed off the upper left or lower right corners of the layout.
- Shield can be used as an accent graphic, always tinted back. Never used as a watermark.
- Main information should always be located within areas of white (paper).
- Related information can be placed in various blocks of warm gray.

