SPACIAL REQUIREMENTS

The safe zone for logo placement and objects or copy around the logo are one full "box space," as illustrated here.

APPROVED LOGO COLORS

Pantone 440U

Pantone 424U

White on dark background

FONTS + SIZE GUIDELINES

Helvetica Neue family
Professionally designed printed pieces

Arial family
Electronic presentations/communications

Helvetica Neue Light
Tagline beneath logo

Print
Body copy standard is 10pt, no smaller that 9pt.
Callouts/captions no smaller than 7pt.

Electronic (ecards, etc.)
Body copy standard is 10pt
Callouts/captions no smaller than 9pt.
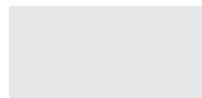
Presentations
Body copy is 14pt. - 16pt.

CORE COLOR PALETTE

	PANTONE 440	PANTONE 424	PANTONE Cool Gray 2	PANTONE 636	PANTONE 3125
CMYK	0, 0, 0, 90	59, 48, 48, 15	0, 0, 0, 10	50, 0, 10, 5	95, 2, 22, 0
RGB	64, 64, 64	147, 149, 151	217, 217, 217	130, 209, 223	0, 172, 200
Web	#404041	#6C6F70	#E6E7E8	#82D1DF	#00ACC8
Uncoated	440 U	424 U	Cool Gray 2 U	636 U	3125 U
Coated	440 C	424 C	Cool Gray 2 C	636 C	3125 C

ACCENT COLOR PALETTE

	PANTONE 375C	PANTONE 130C	PANTONE 662	PANTONE 306	PANTONE 1797
CMYK	55, 3, 100, 0	4, 36, 100, 0	100, 60, 0, 20	70, 0, 0, 10	0, 100, 90, 10
RGB	130, 188, 0	244, 170, 0	42, 82, 146	51, 177, 229	227, 27, 35
Web	#82BC00	#F4AA00	#2A5292	#33B1E5	#E51B24
Uncoated	374 U	129 U	662 U	306 U	1797 U
Coated	375 C	130 C	662 C	306 C	1797 C