

LOGO LOCKUPS: Should appear on all branded materials i.e. ads, collateral, web materials, etc.



LOGO ICON: May be used by itself only as a design element on materials that also prominently show the full logo lockup. May also be used as an on-line profile pic or avatar.



LOGO TYPE: May be used in this format in situations where the logo will not reproduce well i.e. extremely small spaces.



LOGO VERSION

Logo 1



Logo 2



There are two logo versions, each with a different orientation of icon and type. Document/media size and space should determine which logo should be used for the best fit within the space.

Logo 1 will generally work best in medium to large formats that provide ample amounts of open space.

Logo 2 will generally work best in smaller formats that provide less space to work with.

Examples of Incorrect Logo Usage

1.



2.



3.



4.



5.



6.



1. Logo must be scaled proportionately. 2. Proportion of icon to type (as defined above) must be maintained. 3. Logo must never be tilted or rotated.

4. No part of the logo icon or logo type may be removed. 5. Type must always be centered. 6. Logo may only be colorized using brand colors.

Logo Font: TRAJAN PRO BOLD

DRIGGS

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Logo Font: TRAJAN PRO REGULAR

TITLE AGENCY

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Print Font, Headline: BROTHER 1816

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Print Font, Body: FUTURA PT

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Web Font 1: LATO

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Web Font 1: PALANQUIN

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography: Print Samples

HEADLINE

SUBHEADLINE GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in repreh

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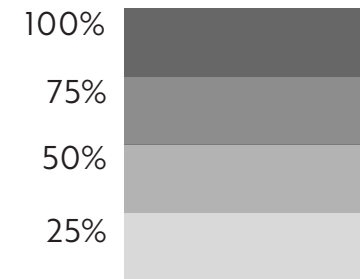
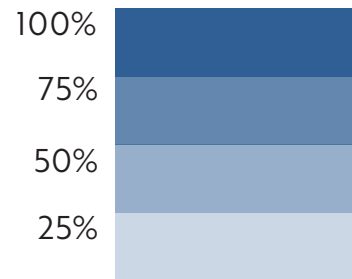
Main Colors



HEX# 315f95
RGB 49, 95, 149
CMYK 88, 65, 17, 3
PMS 653 C



HEX# 676767
RGB 103, 103, 103
CMYK 59, 51, 51, 20
PMS Cool Grey 10 C



Secondary/Accents Colors



HEX# 83aad5
RGB 131, 170, 213
CMYK 48, 24, 2, 0
PMS 645 C



HEX# f58042
RGB 245, 128, 66
CMYK 7, 61, 87, 1
PMS 7577 C

