

Brand Identity Guide

The purpose of this brief guide is to explain the use of our logo and to reinforce consistent application of it throughout all of our communications. Even minor variations will undermine and compromise the image of our brand.



TYPOGRAPHY

Our logo consists of 2 primary typefaces, Impact Regular and Baskerville Bold, and 1 secondary typeface, Avenir Roman.

These are the typefaces that should be used in all advertising communication, internally and externally.

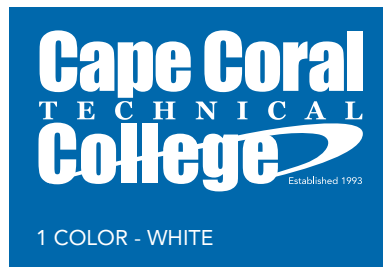


COLORS

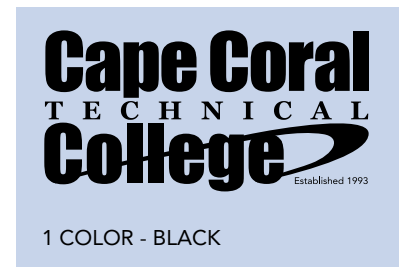
Our logo uses three colors: Blue, green, and teal. Primarily the logo should be used on a white background for maximum impact and clarity. In cases where the 3-color logo is not appropriate, black and white 1-color versions can be used to produce better contrast.



3 COLOR



1 COLOR - WHITE



1 COLOR - BLACK

BEST PRACTICES

Follow these guidelines when working with our logo.

- Use only approved logos.
- Do not distort the logo by stretching it vertically or horizontally. If resizing is required, hold the [SHIFT] key while resizing, to maintain proportional integrity.
- Make sure the logo contrasts with the background.
- Do not add any effects to the logo, like drop shadows, bevels, gradients, or strokes.

