

BRAND IDENTITY GUIDELINES

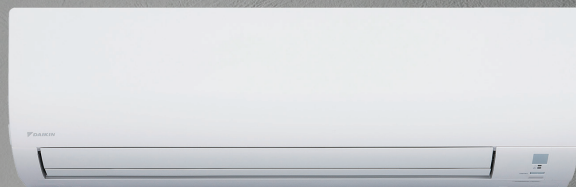


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COLORS

PRIMARY**COLORS**

[C 100 M 95 Y 0 K 3	C 0 M 100 Y 72 K 0	C 60 M 40 Y 40 K 100		]	CMYK
[PANTONE Blue 072	PANTONE 199	100% Black		]	SPOT
[R 16 G 6 B 159	R 213 G 0 B 50	R 0 G 0 B 0		]	RGB
[273691	ed1944	000000		]	HEX

[	C 0 M 0 Y 0 K 90	C 55 M 45 Y 45 K 10	C 65 M 30 Y 50 K 5	C 23 M 5 Y 15 K 0	C 20 M 10 Y 0 K 0	C 5 M 30 Y 85 K 0	]	CMYK
	90% Black	PANTONE Cool Gray 9	PANTONE 5565	PANTONE 621	PANTONE 2707	PANTONE 143		
	R 65 G 64 B 66	R 120 G 122 B 122	R 98 G 142 B 131	R 195 G 218 B 214	R 199 G 214 B 238	R 240 G 181 B 67		
	R 65 G 64 B 66	R 120 G 122 B 122	R 98 G 142 B 131	R 195 G 218 B 214	R 199 G 214 B 238	R 240 G 181 B 67		

✓ CORRECT

- Top arrow must always be red.
- Bottom arrow must always be blue.
- House outline & letters must be either black or white.

COLORS

LOGOCOLORS

CORRECT USAGE

FULL COLOR



✓ 100% Opacity

B&W



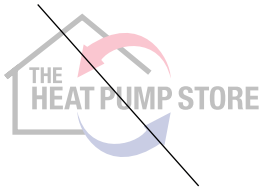
✓ All Solid Black

REVERSED



✓ Over Black or Easy/Clear to Read Color

✗ INCORRECT



✗ **DO NOT** make a percentage.



✗ **DO NOT** make logo grayscale.
It must be solid, if in 1 color.



- ✗ **DO NOT** change the color of the arrows, letters or house outline.
- ✗ **DO NOT** place logo over arrow red or blue.
- ✗ **DO NOT** place an outline around the arrows.
- ✗ **DO NOT** place the logo over a hard to read color or pattern.
- ✗ **DO NOT** use gradients on the logo.

LOGO FONT SAMPLES

Upper Case Helevetica Neue 77 Bold Condensed
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Upper Case Helevetica Ultra Condensed, Kerning at 10
 ABCDEFGHIJKLMNOPQRSTUVWXYZ



ONLINE FONT SAMPLES

Open Sans Regular
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@\$%^&*(){}:"'<>[];'. /?

Open Sans Italic
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@\$%^&*(){}:"'<>[];'. /?

Open Sans Bold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@\$%^&*(){}:"'<>[];'. /?

Open Sans Condensed Light
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@\$%^&*(){}:"'<>[];'. /?

PRINT FONT SAMPLES

Akrobat Light
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@\$%^&*(){}:"'<>[];'. /?

Akrobat Regular
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@\$%^&*(){}:"'<>[];'. /?

Akrobat Bold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@\$%^&*(){}:"'<>[];'. /?

Black Diamond
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@\$%^&*(){}:"'<>[];'. /?



CORRECT

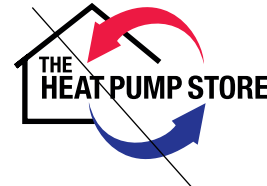
- Treat the logo as one image; do not take it apart.
- Keep the proportions as shown.



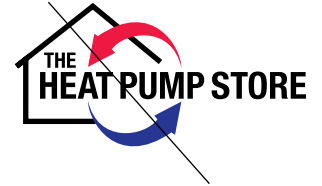
INCORRECT



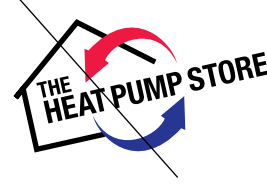
X DO NOT change the thickness of the house outline.



X DO NOT change the proportions of the logo, i.e. resizing only a portion of the logo.



X DO NOT show elements of the logo. All parts of the logo must be present.



X DO NOT twist the logo.

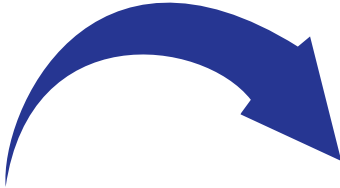


RED & BLUE ARROW CIRCLE

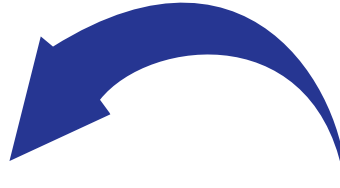


CORPORATE LOGO

RIGHT FACING BLUE ARROW



LEFT FACING BLUE ARROW

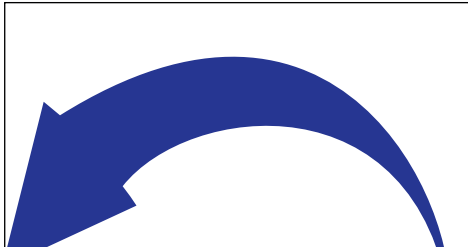
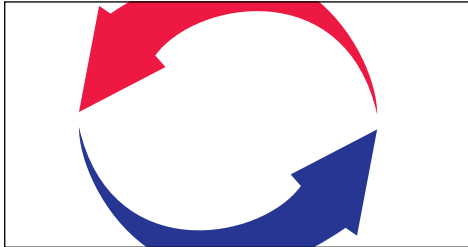


RIGHT FACING RED ARROW



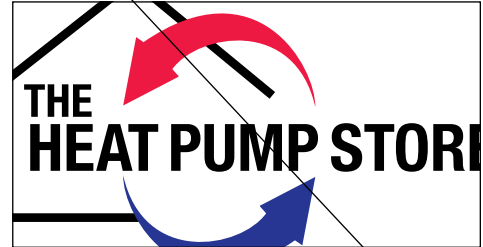
LEFT FACING RED ARROW

✓ CORRECT



✓ It is okay to show just a portion of the arrow and circle arrows.

✗ INCORRECT



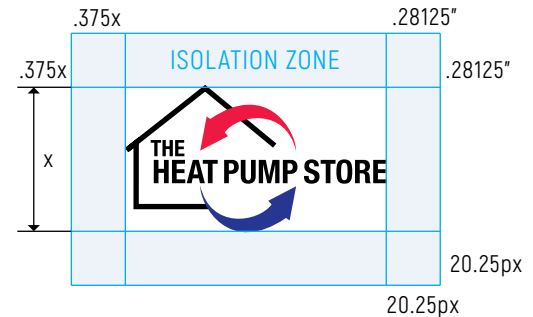
✗ It is **NOT OKAY** to show part of the logo or corporate logo.

The minimum clearance space is the area around the logo, equal to $\frac{3}{8}$ (.375) the height of the logo. To create the biggest impact, allow even more space than the minimum.

To find the minimum clearance or isolation zone, multiply .375 by the height of the logo.

Example @ .75 inches / 54 pixels High:

$$\begin{aligned} x &= .75'' & x &= 54 \text{ px} \\ .375(.75'') &= .28125'' & .375(54) &= 20.25 \text{ px} \end{aligned}$$



The isolation zone should be clear of all text and graphics.