

# BRAND STANDARDS



## « LOGO SPACING

It is important to allow proper whitespace around the logo in order to maintain the strength of the brand. A space relative to the height of the letter surrounding the logo to the left should always be left free of any content. As well, any box containing the logo should never encroach upon this surrounding buffer.

### INCORRECT SPACING

It is important to allow proper whitespace around the logo in order to maintain the strength of the brand. A space relative to the height of the letter surrounding the logo to the left should always be left free of any content. As well, any box containing the logo should never encroach upon this surrounding buffer.



### CORRECT SPACING

It is important to allow proper whitespace around the logo in order to maintain the strength of the brand. A space relative to the height of the letter surrounding the logo to the left should always be left free of any content. As well, any box containing the logo should never encroach upon this surrounding buffer.



## » COLORS



### CMYK ONLY

#### DARK

C:25 M:36 Y:100 K:30

#### LIGHT

C:13 M:17 Y:100 K:0



### PANTONE 110

C:20 M:27 Y:100 K:0

R:200 G:176 B:71

WEB: #D2AF0F



### PANTONE BLACK

C:0 M:0 Y:0 K:100

R:0 G:0 B:0

WEB: #000000

## » COMPLIMENTARY FONTS

### BYINGTON or GARAMOND

AbBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 1234567890

### CORBEL

AbBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 1234567890

# BRAND STANDARDS



≈ CMYK GRADIENT



≈ GREYSCALE



≈ PANTONE



≈ 100% BLACK

## INVERTED ON BLACK BACKGROUND



CMYK



PANTONE



GREYSCALE



WHITE

# BRAND STANDARDS ALTERNATE LOGOS



CMYK ≡

PANTONE ≡

GREYSCALE ≡

100% BLACK ≡



BRAND STANDARDS  
ALTERNATE LOGOS  
INVERTED ON BLACK BACKGROUND



CMYK ∨

PANTONE ∨

GREYSCALE ∨

100% BLACK ∨

