BRAND GUIDELINES

USAGE

Never size the logo smaller than the specified size.



Minimum print size is 50 pixels



Minimum web size is 35 pixels



Use the standard logo on dark backgrounds

IDENTITY

Our logo

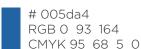


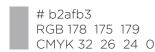
Logo spacing

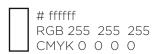


Clear space is determined by the width of the logo mark. Text, photos, or other graphic elements should never encroach on this space.

BRAND COLORS







Logo variations



Horizontal logo



Emblem logo

Vertical logo



Color variations













LOGO IMPROPER USE

Our logo has been designed to offer flexibility in a variety of designs and media, consistently linking touchpoint to touchpoint. Always use the approved digital artwork.



Don't stretch, distort or crop in any way





