

## approved logos

The two-color logo is always preferred, and should be used whenever possible. However, when it can't be reproduced properly due to color or space limitations, the secondary version should be used.

Remember that our logo is a set piece of artwork, and the visual center of our brand. It must never be altered or re-created in any way, and you should only use approved digital art files available here.

**If you have any questions about approved logos, contact the marketing department**

### Primary Logo

Use this logo whenever possible

2 color  
202 red  
black  
- or -  
4 color  
process



Best on these backgrounds.

WHITE

LIGHT GRAY

### Secondary Logos

Use this logo whenever the primary logo won't work or color is limited.

1 color  
PMS 202



Best on these backgrounds.

WHITE

LIGHT GRAY

1 color  
White



Best on these backgrounds.

202 RED

DARK GRAY

BLACK

1 color  
Black



Best on these backgrounds.

WHITE

LIGHT GRAY

## logo usage

### spacing • size

The logo needs its space. When it's positioned too close to other visuals, it can easily become unrecognizable or lose its impact.

With this in mind, it's important to follow the clear space requirement specified below. Likewise, when the logo is sized too small, it risks losing its legibility.

So please keep in mind the logo's minimum size as shown in the exhibit.

**If you have any questions about size and spacing, contact the marketing department**



### clear space

Always protect the logo from distracting elements such as text and other graphics.

The minimum allowable clear space is equal to the height of the "C" found in the logo.



### minimum logo size

The logo artwork can be reproduced at smaller sizes, but below a certain point it loses its definition.

The smallest allowable size for the logo artwork is equal to .75" in width.

## incorrect logos

The following are examples of logos used in an incorrect way. While well-meaning, these examples erode the brand consistency and should be avoided.

**If you have any questions about unapproved logos, contact the marketing department**



do not stretch the logo



do not over-print the logo



do not change the colors of the logo



do not remove parts of the logo



do not add a glow/shadow to the logo



do not emboss the logo



do not rotate the logo



do not manipulate the logo



do not use a different font in the logo



do not change the wording of the logo



do not screen the logo



do not pattern the logo



do not place the logo on a non-approved background color



do not add elements to the logo