





LOGO: The logo was designed with care for legibility and graphic clarity. It should never be redrawn, repropotioned, or altered.

SAFE AREA: To preserve the integrity of the logo, a strict perimeter, free of type and graphic elements, should be maintained. This safe area is shown proportionally to the right. The safe area is equal to the height of the logo mark.

COLORS & VERSIONS: The logo was created to be produced in (4 PMS colors + or in CMYK). The logo disc includes other variations of the logo such as reversed options and black and white variations.

			
PMS 282	PMS 564	PMS 381	PMS 381
C 100 M 89 Y 25 K 65	C 47 M 4 Y 18 K 2	C 30 M 67 Y 0 K 0	C 38 M 0 Y 100 K 0
R 0 G 13 B 59	R 128 G 195 B 203	R 179 G 110 B 173	R 171 G 208 B 55
HTML 000d3b	HTML 80c3cb	HTML b36ead	HTML abd037

The RGB versions of the logo (saved as jpegs and pngs) are optimized for the web and general screen viewing.

TYPOGRAPHY: Primary logo type is Gotham. Use Arial if this font is not available.

Gotham

Light / *Light Italic* / Book / *Italic* /

Bold / ***Bold Italic***

ABCDEFGHI / abcdefghi /

1234567890



SAFE AREA (EQUAL TO HEIGHT OF THE A IN 'ALL')

VERTICAL VERSIONS



PMS & CMYK VERSIONS



PMS & CMYK VERSIONS



B/W



B/W REVERSED



LINE



LINE REVERSED

HORIZONTAL VERSIONS



PMS & CMYK VERSIONS



PMS & CMYK VERSIONS



B/W



B/W REVERSED



LINE



LINE REVERSED