

WHAT IS THE BRAND LOGO?



Full-color



**Black and white
or 1 color version**



Smaller version

WHAT ARE THE COLORS?

	<u>Preferred Pantone®</u>	<u>4-color process</u>	<u>RGB</u>
word green	Pantone 575	C=51, M=0, Y=91, K=51	R=16, G=69, B=44
tree green	Pantone 3435	C=100, M=0, Y=79, K=60	R=95, G=115, B=55

WHAT IS THE FONT? ← Adobe Block BE Regular

The logo artwork provided will not necessitate the use of fonts or require you to retype any part of the brand logo. However, if you are interested in using the same typeface in other communication pieces related to the brand logo, you may use the Adobe font Block BE Regular.

WHEN DO I USE THE SMALLER VERSION?

The smaller version of the brand logo should be used where the logo needs to appear in a space that is less than 1" wide. It is preferred when it needs to share space with other logos or if it appears in a lower resolution application.

SEE REVERSE SIDE FOR ACCEPTABLE AND NONACCEPTABLE VARIATIONS

ACCEPTABLE VARIATIONS



UNACCEPTABLE VARIATIONS



incorrect colors



missing TM



illegal identity



distracting background



incorrect font



altered artwork



insufficient contrast



clearance space violation