

BRAND GUIDELINES



WE MAKE
SPACES

OUR LOGO - VARIATIONS

The preferred application of the logo is two-color



The preferred application of the logo on a solid color background



When color is not available, the logo can be printed one-color



The logo can also be used with a distressed look for applications such as t-shirts and promotional materials

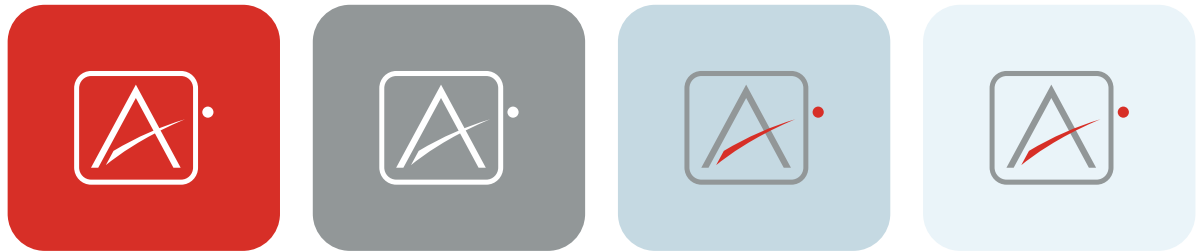


OUR ICON - VARIATIONS

The preferred application of the icon is two-color



The preferred application of the icon on a solid color background






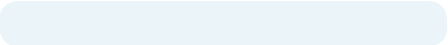
When color is not available, the icon can be printed one-color



OUR COLOR SYSTEM

Color plays a prominent role in all of our communications. One of the cornerstones of our graphic vocabulary, it is a visual element that quickly identifies our brand. Used consistently and imaginatively, color helps create brand relevance and differentiation, and evokes a powerful emotional response.

PRIMARY PALETTE

	PANTONE	CYMK	RGB	HEXADECIMAL
	1795	10/95/100/2	213/49/39	d53127
	Cool Gray 7	45/35/35/2	146/149/151	929597
		21/7/7/0	199/217/226	c7d9e2
		7/1/1/0	234/243/248	eaf3f8

OUR TYPOGRAPHY

Typography is an important element within our visual system. When applied consistently, typography helps establish and maintain a unique and cohesive voice across our communications.

Typography color is 85% black.

PRIMARY TYPEFACE

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular *Italic* **Bold** ***Bold Italic***

SECONDARY TYPEFACE

Advent

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light 1 Light 2 Light 3 Regular **Bold 1** **Bold 2** **Bold 3**

