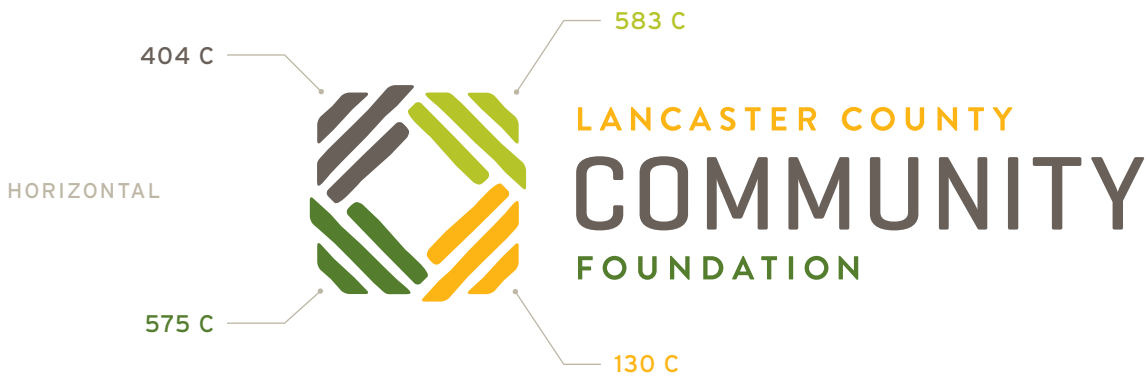


# IDENTITY STANDARDS

The preferred logo style is horizontal on a white background, to best showcase the color palette. The logo is also available for use in 100% black (no grayscale, please) and 100% white (reverse styling). Several different lockups are also approved for use, such as the vertical orientation and using the mark/icon by itself.



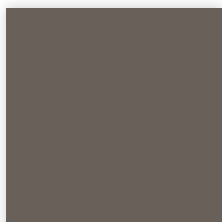
VERTICAL



MARK ONLY



100% BLACK



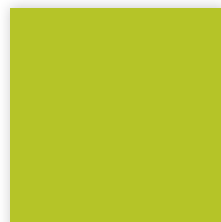
PANTONE®  
404 C

20C 25M 30Y 59K  
119R 110G 100B



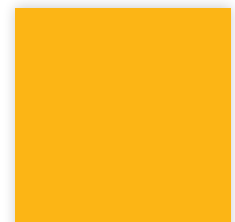
PANTONE®  
575 C

55C 9M 95Y 45K  
103R 130G 58B



PANTONE®  
583 C

26C 1M 100Y 10K  
183R 191G 16B



PANTONE®  
130 C

0C 32M 100Y 0K  
242R 169G 0B

# FILE FORMATS

Please be sure to choose the correct format according to your usage needs.

## FOR OFFICE USE

Please use the JPEG files (white background) for the following usage:

- Word Processing Programs (like Microsoft Word)
- Presentation Programs (like Microsoft PowerPoint)
- Web Applications
- Non-Postscript Printers (like Ink Jets)

These files will lose quality if enlarged too much.

**NOTE:** These files do not color separate properly for printing. Please do not use at suppliers and publications.

## FOR HIGH QUALITY PRINTING

Print suppliers and professional publications should not use low quality formats.

Please use the EPS files for the following usage:

- Print Shops
- Publications
- Screen Printing
- Sign Shops
- Postscript Printers

**NOTE:** Determine with your print vendor whether you'll be printing on a coated versus an uncoated surface. The Pantone (PMS) EPS files are set up differently depending upon print surface.

These files produce the best quality output, and can be enlarged with no loss of detail or clarity. They have transparent backgrounds.

**NOTE:** Ink jet printers do not read Postscript programming language so EPS files will not print well.

