

PRIMARY LOGO



HORIZONTAL PRIMARY LOGO // FULL-COLOR AND BLACK/WHITE

VERTICAL LOGO

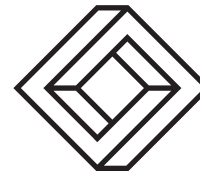


VERTICAL PRIMARY LOGO // FULL-COLOR AND BLACK/WHITE

MARK



FULL-COLOR MARK



BLACK/WHITE MARK

LOGO VARIATIONS



LOGO WITH DIVISION NAME // TO BE USED ON BRANDED STATIONARY AND PRESENTATION MATERIALS



LOGO WITH TAGLINE // TO BE USED ON PROMOTIONAL MATERIALS AND CAMPAIGNS

IDENTITY COLOR PALETTE



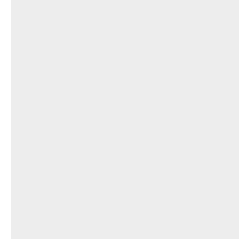
PANTONE 2348 C
CMYK (0, 76, 65, 0)
HEX #E5554F



PANTONE 2382 C
CMYK (78, 30, 0, 0)
HEX #008AD8



PANTONE BLACK 6 C
CMYK (100, 79, 44, 93)
HEX #101820



CMYK (6, 4, 4, 0)
HEX #EDED



CMYK (0, 0, 0, 0)
HEX #FFFFFF

FONTS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

HEADLINES
FUTURA PT BOLD // TRACKING: 80

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

SECONDARY HEADLINES
FUTURA PT MEDIUM // TRACKING: 80

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

BODY
FUTURA PT BOOK // TRACKING: 80

PARAGRAPH EXAMPLE

Lorem ipsum dolor sit amet, quot nusquam iracundia no eam, sed id movet graeci facilis. Eros ridens maiestatis sit ut, eam ex saepe mollis albucius. No tritani inermis pro, rebum inermis duo in. Est ea adhuc utamur concludaturque.