



# BRAND GUIDELINES

# LOGOS

PRIMARY LOGO



PRIMARY LOGO W/ TAG



GRAYSCALE LOGO - TAG ONLY



# LOGOS

PRIMARY LOGO REVERSE



PRIMARY LOGO W/ TAG



SECONDARY LOGO TAG ONLY



# LOGOS

← LARGER THAN 3" →

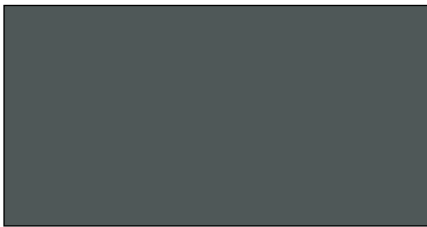


→ 3" OR LESS ←



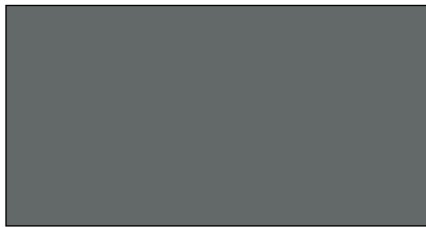
# COLORS

## COATED



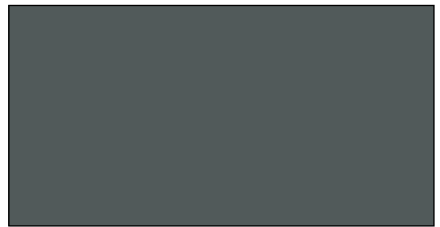
PANTONE 445C

## UNCOATED

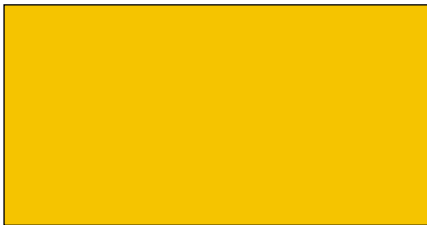


PANTONE 446U

## PROCESS



CMYK - C.67, M.53, Y.54, K.29  
RGB - R.81, G.90, B.90



PANTONE 7406C



PANTONE 7406U



CMYK - C.5, M.21, Y.100, K.0  
RGB - R.243, G.197, B.23



PANTONE 7401C



PANTONE 7401U



CMYK - C.0, M.2, Y.4, K.0  
RGB - R.255, G.248, B.241

# FONTS

—— LOGO FONTS ——

**GOTHAM BLACK**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Gotham Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# USAGE

## TRUCKS



WINDOW DECAL

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# USAGE

## EMAIL SIGNATURE





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