

EQUIVITY

Preliminary Guidelines



EQUIVITY

Logo

Prepared by Brian Cox for:

Heidi Hodges

Eric Wall

02.27.2015

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Primary Usage



Secondary Usage



Logo Color Options

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GRAY	BLUE	GREEN	YELLOW	SALMON	RED
PMS 412	PMS 7474	PMS 383	PMS 7405	PMS 1785	PMS 186
CMYK 53/56/45/87	CMYK 98/7/30/30	CMYK 32/11/95/8	CMYK 0/11/97/0	CMYK 0/90/60/0	CMYK 0/100/75/4
RGB 56/46/50	RGB 19/129/130	RGB 168/174/0	RGB 253/208/8	RGB 227/67/68	RGB 198/32/40
HEX 382e32	HEX 138182	HEX a9ae00	HEX fdd008	HEX E34344	HEX c62028

Color Palette

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Typography

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BENTON SANS EXTRALIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BENTON SANS THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BENTON SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BENTON SANS BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BENTON SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BENTON SANS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BENTON SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BENTON SANS BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

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CMYK Color Options FOR PRINT ONLY

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RGB Color Options FOR WEB ONLY

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