



Primary Logo







Print Applications

For print applications, the logo and corresponding colors can be reproduced in 4-Color or as a 3-Color Logo in PMS and Black.

			
Black	Grey	PMS 144	PMS 368
C =	C = 0	C = 0	C = 63
M = 0	M = 0	M = 47	M = 0
Y = 0	Y = 0	Y = 100	Y = 97
K = 100	K = 75	K = 0	K = 0

Digital Applications

For digital applications such as word processing, web, or email, the logo and corresponding colors can be reproduced in RGB and Hexadecimal.

			
Hex #231f20	Hex #636466	Hex #F8981D	Hex #6DB737
R = 35	R = 99	R = 248	R = 109
G = 31	G = 100	G = 153	G = 183
B = 32	B = 102	B = 29	B = 55

Use only original art files for logos access them at:



In a single-color environment, the preferred representation of the logo is in 100% black.

It is also acceptable to reproduce the logo in Green (Pantone 368) or Orange (Pantone 114).

If you need to reproduce the Cegment logo for the web the acceptable colors are Green (Hex # 6DB737) Orange (Hex #F8981D).



Use only original art files for logos access them at:



Print Applications

For print applications, the logo and corresponding colors can be reproduced in Black and Grey



Black	Grey
C =	C = 0
M = 0	M = 0
Y = 0	Y = 0
K = 100	K = 75

Digital Applications

For digital applications colors can be reproduced in RGB and Hexadecimal.



Hex	Hex
#231f20	#636466
R = 35	R = 99
G = 31	G = 100
B = 32	B = 102

Use only original art files for logos access them at:



For use when knocking out to white on a color.

Use only original art files for logos access them at:



In an environment where the 4 Color logo is placed on a solid green or orange. The matching components within the logo change to white.



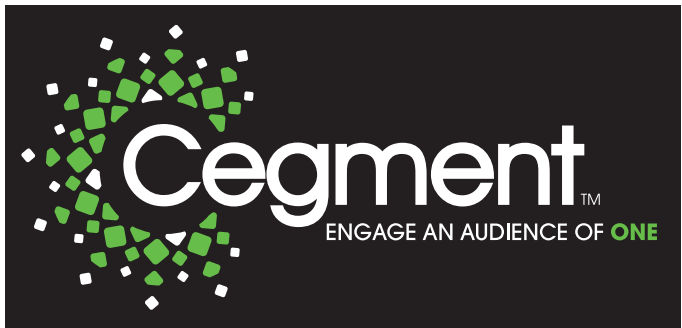
In an instance where the 4 Color logo is placed on a solid black or a dark grey background the black and grey components of the logo are made white.



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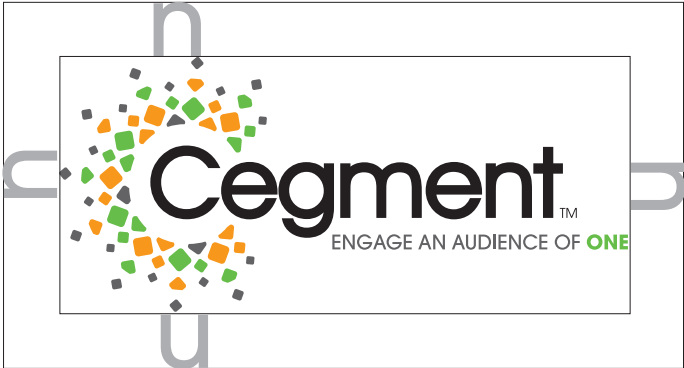
In an environment where the 2 Color logo is placed on a solid green or orange. The matching components within the logo change to white.



In an instance where the 2 Color logo is placed on a solid black or a dark grey background the black and grey components of the logo are made white.



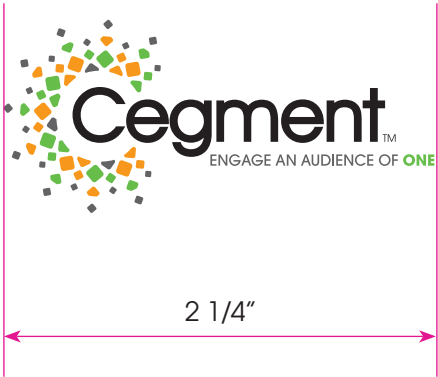
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Clear Space

Clear space (the blank area or margin surrounding the logo) gives the logo maximum visibility.

The height of the lower case “n” is the distance of clear space around the logo.



Minimum Size

For maximum visibility, the logo should not be smaller than 2 1/4” wide.

Any size width below 2 1/4” remove the tagline since it will not be ledgable.



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Avant Garde Greek Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Avant Garde Greek Bold is to be used for main headlines only. No other version of the family font should be used.

Avant Garde Gothic Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The Avant Garde Gothic fonts listed here are the approved weights. Avoid using any other additional condensed version of Avant Garde Gothic.

Avant Garde Gothic Extra Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Use Avant Garde Gothic in all marketing applications and digital applications whenever possible.

Avant Garde Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avant Garde Gothic Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avant Garde Gothic Demi

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Avant Garde Gothic Demi Oblique

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Avant Garde Gothic Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Avant Garde Gothic Bold Oblique

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**