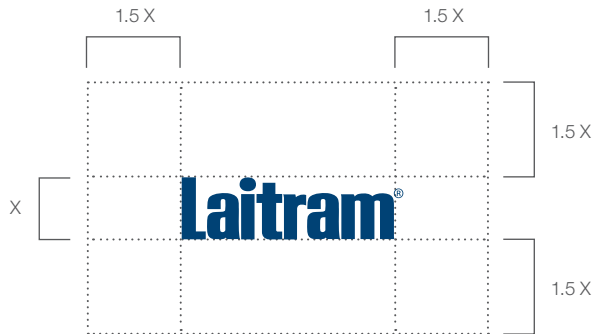


Laitram Brand Standards Overview Sheet

Logo Clear Space



Typeography

Primary Typeface

Helvetica Neue LT Pro Bold

Helvetica Neue LT Pro Bold Italic

Helvetica Neue LT Pro Light

Helvetica Neue LT Pro Light Italic

Typeface for Digital Products

Barlow Bold

Barlow Bold Italic

Barlow Light

Barlow Light Italic

Logo Reversed



One-color white reversed out of primary blue



One-color white reversed out of primary gray



One-color white reversed out of black

Colors



Primary Blue

CMYK 100 80 29 13

RGB 0 66 117

Pantone 654

HEX 004275



Primary Gray

CMYK 0 0 0 80

RGB 88 89 91

Pantone Cool Gray 11

HEX 58595B

Medium Gray

Tint 60%

Light Gray

Tint 30%