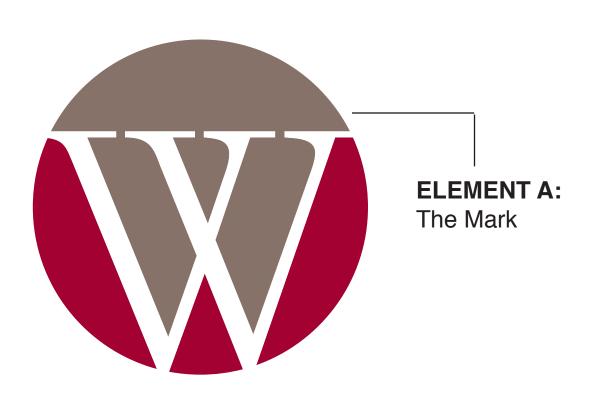
ELEMENTS



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ELEMENT B: The Logo Type

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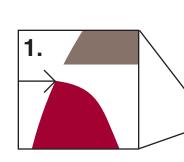
ELEMENT C: The Tagline

2.

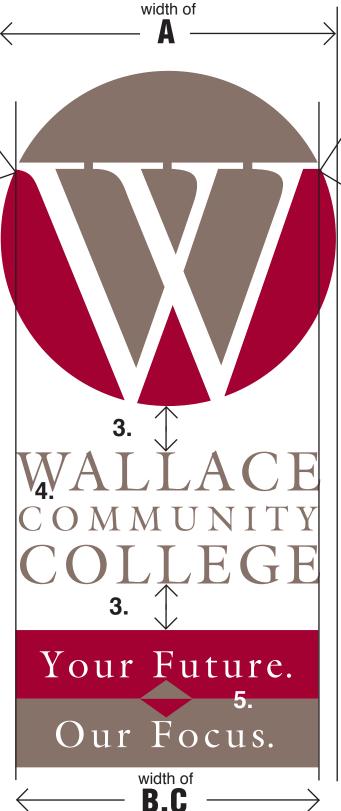
Graphic Standards

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PROPORTIONS



- 1. Elements B and C line up with the upper left corner of the left red section of Element A.
- 3. Vertical space between Elements A and B and Elements B and C are equal.



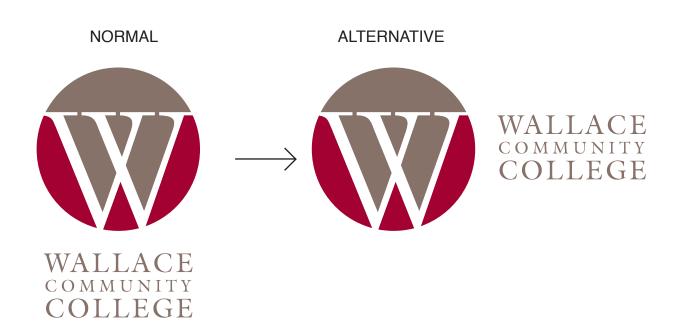
2. Elements B and C line up with the upper right corner of the right red section of Element A.

- 4. In Element B, the type is always stacked on top of each other in three lines.
- 5. The typefont

 Acanthus S Si Regular

 will always be used for
 the typography in
 elements B & C.

ALTERNATIVE ARRANGEMENTS



NORMAL ALTERNATIVE



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INK COLORS



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Our Focus. 1

- In Element A when using color, the top part will ALWAYS be gray, while the sides and bottom will ALWAYS be red.
- 2. Element B will ALWAYS be gray when using any of the color logos.

Printed on Coated Paper:

4-Color Process

Gray: C:0 M:18 Y:21 K:56
 Red: C:0 M:100 Y:60 K:37

Pantone Solid Coated

Gray: PMS 409 C
 Red: PMS 1955 C

Printed on Matte Paper:

4-Color Process

Gray: C:0 M:18 Y:21 K:56
 Red: C:0 M:100 Y:60 K:37

Pantone Solid Matte

Gray: PMS 410 M
 Bed: PMS 1955 M

Printed on Uncoated Paper:

4-Color Process

Gray: C:0 M:18 Y:21 K:56
 Red: C:0 M:100 Y:60 K:30

Pantone Solid Uncoated

Gray: PMS 410 U
 Red: PMS 1945 U

Graphic Standards

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BLACK INK



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Grayscale

- 1. 75% of Black
- 2. 55% of Black



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Solid Black