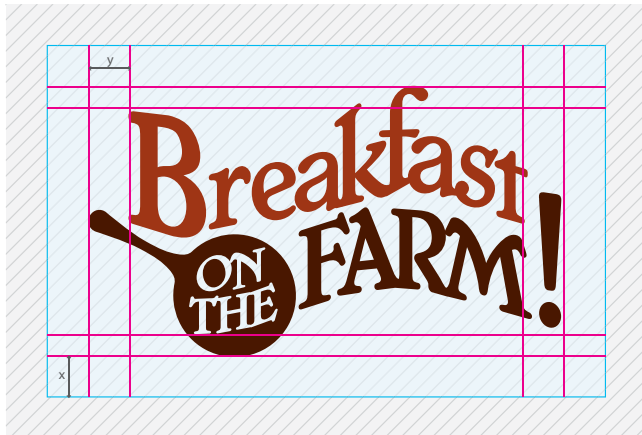


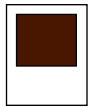
PRIMARY LOGO



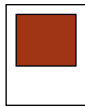
Blue indicates **free space** around logo. The blue area must be kept clear of other objects. Grey texture indicates **safe zone** where additional objects and type may be located. Magenta lines help provide reference for alignment of logo.

Measurement 'Y' is a quick reference for the **free space** around the logo.

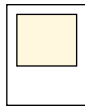
COLOR SPECIFICATIONS



Pantone 1545C
C20 M76 Y100 K78
#481700



Pantone 174C
C8 M85 Y100 K78
#9f3515



Pantone 127C (30%)
C0 M2.11 Y15.1 K0
#fff6dc

Approved Color Splits



TYPEFACE USED IN LOGOTYPE

Chesterfield D

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNPOQRSTUVWXYZ

ADDITIONAL TYPEFACES USED IN PROMOTIONAL MATERIALS

Frutiger 55 Roman

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Frutiger 45 light

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNPOQRSTUVWXYZ

ADDITIONAL LOGO SPECIFICATIONS



Minimum Logo Width - 1.5 inches
1.5 inches is the safest minimum size.

DON'T ABUSE THE LOGO



DON'T CHANGE ELEMENT POSITION



DON'T STRETCH OR DISTORT



DON'T CHANGE ELEMENT SIZE



DON'T CHANGE FONTS/COLOR