COLOR

Pantone (spot): Pantone Warm Red	Pantone (spot): Pantone Black
CMYK (print): C 87M 71Y 0K	CMYK (print): 0C 0M 0Y 100K
RGB (onscreen):253R 66G 57B	RGB (onscreen): 0R 0G 0B
HEX (web): #FD4239	HEX (web): #000000

Pantone 640	HEX: 0086B9	CMYK: 100C 0M 0Y 20K
Pantone 7461	HEX: 0082C0	CMYK: 95C 26M 1Y 100K
Pantone 2955	HEX: 004575	CMYK: 100C 50M 0Y 35K
Pantone 369	HEX: 70A72F	CMYK: 50C 0M 100Y 10K

TYPE

The logo utilizes one typeface. A second typeface is suggested for visual consistency. This document is set in these two typefaces to demonstrate context.

Rockwell is a slab-serif typeface used in the logo name, text and details. This is a common font, installed on most Windows and Mac computers. **Arvo** is a suitable web-safe font.

Arial Narrow is a condensed sans-serif typeface used as a secondary font for small type, and blocks of text, like instruction information. Arial Narrow is a web-safe, common font found on most computers.

Rockwell Light
ABCDEFGHijklmnopqr0123456789

Rockwell
ABCDEFGHijklmnopqr0123456789

Rockwell Italic
ABCDEFGHijklmnopqr0123456789

Rockwell Bold
ABCDEFGHijklmnop0123456789

Rockwell Bold Italic
ABCDEFGHijklmnopq0123456789

Arial Narrow
ABCDEFGHijklmnopqrs0123456789

Arial Narrow Italic
ABCDEFGHijklmnopqrs0123456789

Arial Narrow Bold
ABCDEFGHijklmnopqrs0123456789

Arial Narrow Bold Italic
ABCDEFGHijklmnopqrs0123456789