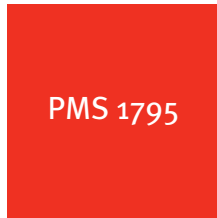


logo colors - PMS 1795 & PMS 430
logo font - MetaPlusBook-Roman (lowercase)



supporting color palate - PMS 432 & PMS 543



logo standard - copy is PMS 430 & graphic is PMS 1795



In a case such as the back of the business card, the logo standard is color block is PMS 430, copy is reverse (white) & the graphic is PMS 1795.



When possible, body copy should be PMS 432 rather than standard black.

