

QUAD A | BRAND STYLE GUIDE

PRIMARY LOGO



ALWAYS:

Use one of the formatted files that have been provided.

Keep ample "clear space" around the logo, separate from other elements/text.

BADGE LOGO



DO NOT:

Move or reconfigure any of the logo elements.

Stretch the logo.

Add shading to the logo.

Change colors from the provided versions.

PMS: 7691 C
CMYK: 95-64-16-2
RGB: 0-96-152
HEX: #006098

PMS: 7546 C
CMYK: 86-69-51-46
RGB: 36-55-70
HEX: #243746

PMS: COOL GRAY 7 C
CMYK: 44-35-35-1
RGB: 150-152-153
HEX: #969899

FONTS

HEADLINE TYPE

Acumin Varibale Concept - Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY TYPE

Acumin Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY TYPE

Acumin Varibale Concept - Wide Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOR VARIATIONS



2 COLORS



REVERSED



ONE COLOR | BLACK



2 COLOR



REVERSED



REVERSED OPTION B



ONE COLOR | NAVY



ONE COLOR | ROYAL



ONE COLOR | GRAY



ONE COLOR | BLACK



ONE COLOR | NAVY



ONE COLOR | ROYAL