

BRAND FONTS

SANS-SERIF FONT:

Century Gothic Regular

Century Gothic Regular *Italic*

Century Gothic Bold

Century Gothic Bold *Italic*

BRAND COLOR PALETTE

PANTONE
285 C



CMYK BUILD:
C: 91 M: 53
Y: 0 K: 0

HEX
#0070b9

RGB:
R: 0
G: 112
B: 185

PANTONE
Cool Gray 9



CMYK BUILD:
C: 55 M: 47
Y: 44 K: 10

HEX
#787b79

RGB:
R: 120
G: 123
B: 121

PRIMARY PREFERRED LOGO



PRIMARY PREFERRED LOGO

(Special use: used when placed against other logos)



ALL OCCASIONS LOGO PROPERTIES AND LIMITS

Always maintain a generous "safe" area equal to half the height of the "All Occasions" in the logo on all sides of the logo. Note the clearly defined spacing limits in the examples. The size proportion between the word "Occasions" and the positioning statement must also be maintained when resizing.

SAFE ZONE

The All Occasions logo should occupy its own space. It must remain proportional when resizing. The minimum application size for the All Occasions logo in print media is 0.75 inches, and 70 pixels in electronic media. The x-height is measured from the top of the circle graphic to the bottom. The safe zone is indicated below.



COLOR USAGE

The All Occasions logo, in the approved color palette, is available in .gif, .jpg, and .png formats for use in electronic media. The logo can also be used in all black or all white; reversed out of a photograph or colored background. The logo cannot be represented in any other colors.

PMS 285 and PMS Cool Gray 9



BLACK



REVERSED OUT



ARTWORK USAGE

The preferred format to be used for web use is .png or .gif. The preferred format for PowerPoint and other electronic media is .jpg or .png. Please consult your vendor for their preferred file format before submitting artwork for production.