

# Competitor Graphic Standards

## Logos and Icons



COMPETITOR BRAND



COMPETITOR ICON

## Reverse Logos and Icons



COMPETITOR BRAND



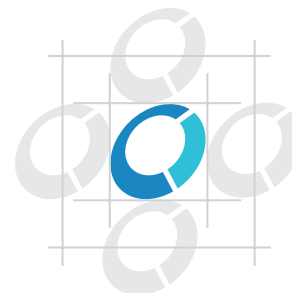
COMPETITOR ICON

## Spacing

For maximum impact and readability, the logos should be used with sufficient "breathing room." The minimum area of "breathing room" is half of the icon and will vary depending upon the size of the logo.



COMPETITOR BRAND



COMPETITOR ICON

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## Color

DARK BLUE



**PMS 7461 C**  
CMYK 82/36/5/0  
RGB 8/135/193

LIGHT BLUE



**PMS 311 C**  
CMYK 67/0/15/0  
RGB 43/192/215

## Typography

COMPETITOR AND STANDARD CS BRAND LOGO FONT

### **AVENIR LT STD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Avenir is a sans-serif font that should be used on all supporting collateral such as business cards, letterhead, advertising, etc. It is available in a variety of weights including 35 Light, 45 Book, 55 Roman, 65 Medium, 85 Heavy, and 95 Black. The Competitor wordmark is based on 95 Black Oblique, with some characters stylized and changed specifically for Competitor. The original artwork should always be used; never recreate the logo.

SUPPORTING FONT

### **ARIAL**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Ariel is a font that comes standard with Microsoft Office products (Word, PowerPoint, and Excel). It is available in a variety of weights including Light, Regular, Italic, Bold, and Bold Italic. This font should be used in places such as emails, Word documents and other instances when Avenir is unavailable.