

PRIMARY LOGOS



ALTERNATE/SECONDARY LOGOS



COLORS



RICH BLACK

78/66/66/83

010/018/018

#0A1212



BABY POWDER

00/01/00/00

255/251/253

#FFF8FD



BEAVER

40/42/63/09

151/132/102

#978466



DIM GRAY

61/53/53/25

096/096/095

#60605F



MADDER

24/100/85/18

164/029/046

#A41A2D



PRUSSIAN BLUE

93/76/52/64

008/031/048

#081F3D

FONTS

HEADLINES: INDUSTRY ULTRA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

BODY COPY: INDUSTRY BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

TAGLINE

STRENGTH THROUGH EVOLUTION

GRAPHIC ELEMENTS/ICONS



ADDITIONAL TREATMENTS



USAGE EXAMPLES

