

VENUE STYLEGUIDE OVERVIEW

CORE LOGO:



4/c Logo



4/c Reverse Logo

LOGO VARIANTS:



1/c Black Logo



1/c White Reverse Logo

SECONDARY HORIZONTAL LOGO:

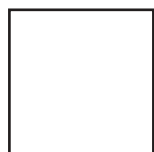


4/c Horizontal Logos for 4/c Packaging

COLOR USAGE:



RICH BLACK
C:60 M:40 Y:40 K:100



WHITE



C:0 M:36 Y:99 K:1

Product Name Text:
All Round Gothic Bold
Product name text is
ALWAYS lower case
(Letter "t" uses alternate font)

abcdefghijklmnopqrstvwxyz
1234567890

Product Name Text:
Ubuntu Bold
(Letter "t" ONLY)

t

FONTS:

Headline & Subhead Text:
Gibson Regular
Always in ALL CAPS

ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ
abcdefghijklmnopqrstu**vw**xyz
1234567890

Body Copy:
Gibson Light

ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ
abcdefghijklmnopqrstu**vw**xyz
1234567890

Legal Text:
Gibson Regular

ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ
abcdefghijklmnopqrstu**vw**xyz
1234567890

STYLE

Packaging Style:

- All logos are 4/c where possible
- All elements rest on Rich Black Background with NO inset boxes
- All product name text is lower case
- All Headline and Subhead text is upper case in gold color
- All legal, bar code are on back panel of packaging
- FCC and compliance icons may be placed on bottom of packaging

