

LOGO MISUSE

1 | Stretch or Condense



2 | Unapproved Fonts (especially papyrus)



3 | Control Area

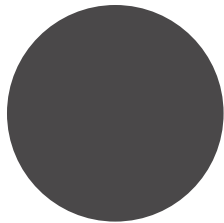


1 | Logo should not be warped out of its original setting. Overall resizing is fine.

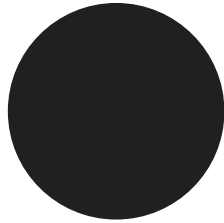
2 | Logo font is always **DIN ALTERNATE**
for logo typeface use **CAPS LOCK** and set tracking (or spacing) to 150.

3 | Do not crowd the space around logo.

PRIMARY COLORS



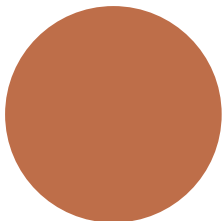
#4a4748



#231f20



#f0f0e8



#be6e48

PRIMARY FONTS

DIN Alternate

DIN ALTERNATE

for logo typeface use **CAPS LOCK** and set tracking (or spacing) to 150.

Avenir Next (bold)

Baskerville

When in doubt, use these standard fonts:

Helvetica, Times, Arial

colors & fonts | These are the four primary colors and fonts used in the Arbor Road print and digital material. However, these are not the **ONLY** approved fonts and colors.