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1. LOGO SPECIFICS

PRIMARY
These colors make up the primary stuff in the logo. These colors make up the primary stuff in the logo. These colors make up the primary stuff in the logo. These colors make up the primary stuff in the logo.
2. TYPOGRAPHY

**WHEN TO USE**

**FUTURA MEDIUM CONDENSED**

Used in main logo and tagline text

Logo is all lower case

Tagline is ALL CAPS with higher kerning value

**WHEN TO USE**

**FUTURA BOLD**

Used for headings and titles

Should always be ALL CAPS

**WHEN TO USE**

**FUTURA BOLD CONDENSED**

Used for subheadings, smaller titles, and an alternate for headings

**WHEN TO USE**

**OPEN SANS REGULAR**

Used for body text on website and print media

Logo is all lower case

Tagline is ALL CAPS with higher kerning value

**WHEN TO USE**

*Used for body text on website and print media*
3. COLOR SPECS

**PRIMARY**
These colors make up the primary stuff in the logo. These colors make up the primary stuff in the logo. These colors make up the primary stuff in the logo. These colors make up the primary stuff in the logo.

**SECONDARY**
These colors make up the primary stuff in the logo. These colors make up the primary stuff in the logo. These colors make up the primary stuff in the logo. These colors make up the primary stuff in the logo.
4. LOGO STYLES

**PRIMARY**
Used for light to medium backgrounds
Can be used with or without tagline

**ALTERNATE**
Solid colors with no texture
Used for darker backgrounds
Can be used with or without black inside circle

**ALL BLACK**
Used for lighter backgrounds
Should be used without any color inside circle

**ALL WHITE**
Used for darker backgrounds where alternate logo does not work
5. BEST PRACTICES

PRIMARY
These colors make up the primary stuff in the logo.
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ALTERNATE
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ALL BLACK
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ALL WHITE
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