



GRAPHIC STANDARDS

Logotype Color Variations

STANDARD COLORWAY



BLACK & WHITE



ALTERNATIVE VERSIONS



Logotype Usage

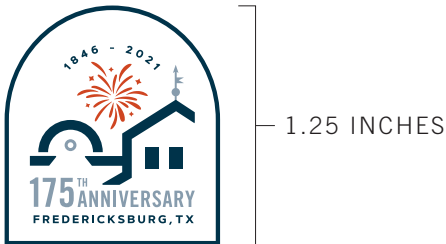
CLEARANCE

To preserve the visual impact of the logo, the artwork must have a minimum amount of space that surrounds it. This minimum space is determined by the width of the firework icon.



MINIMUM REPRODUCTIONS SIZE

Standard logo should not be rendered in any dimensions less than 1.25" high.



Improper Logotype Usage

DO NOT ROTATE OR CHANGE ORIENTATION OF LOGOTYPE



DO NOT CHANGE PROPORTIONS

Do not distort the proportions of the logo. Holding shift (in most programs) while sizing an image will maintain proportions.



Alverata

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Trade Gothic

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Palette

COLOR SWATCHES

Variations in paper finishes, materials such as cloth or plastic, ink and paint, as well as printing can affect the final appearance of color. It is always important to instruct printers and suppliers to “match the swatch exactly” rather than rely on standard formulations. Any tint of the selected colors is permissible.

