



Brand Identity

Logo Usage



The Mark:

*A global impact
marked by the
turning of a globe
continually moving
forward.*



EMBLEM



Vertical

Horizontal



Vertical (alternate tagline)

Horizontal (alternate tagline)



Vertical (no tagline)



Horizontal (no tagline)

One-Color



Two-Color - The Primary Version, Should Be Used
Wherever Possible



Inverse



COLORING

<i>PMS Colors</i>	<i>50%</i>	<i>25%</i>	<i>CMYK</i>	<i>RGB</i>	<i>HEX Code</i>
 PMS 2748 C	 PMS 2748 C	 PMS 2748 C	 C: 97 M: 83 Y: 12 K: 46	 R: 31 G: 43 B: 89	 003366
 PMS 308 C	 PMS 308 C	 PMS 308 C	 C: 99 M: 10 Y: 14 K: 42	 R: 38 G: 103 B: 130	 276681
 PMS 318 C	 PMS 318 C	 PMS 318 C	 C: 48 M: 0 Y: 18 K: 0	 R: 107 G: 217 B: 222	 69D8DE
 PMS 333 C	 PMS 333 C	 PMS 333 C	 C: 58 M: 0 Y: 37 K: 0	 R: 0 G: 207 B: 181	 00CFB5
 PMS 441 UP	 PMS 441 UP	 PMS 441 UP	 C: 9 M: 1 Y: 7 K: 16	 R: 185 G: 194 B: 193	 CCCCCC

Logo Usage:

It is important to keep spacing around the logo to at least 1/2 the height of the sphere emblem.



*1/2 the
height of
the emblem*



Minimum Size (logo only)



1" wide



1" wide

Minimum Size (logo with tagline)



2.5" wide, font point size is 5 pt



Unauthorized Logos:

Altering the logo in any form that differs from these standards is prohibited. Logo forms such as the ones to the left are strictly discouraged.

UNAUTHORIZED



Font Usage

Approved Fonts

Fonts:

*Specified fonts for
use in both print
and web.*

Archer Text (Headline, Explanatory)

Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

Plain

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890*

Bree Serif (Headline)

Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

Open Sans (Body Copy)

Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

Plain

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890*