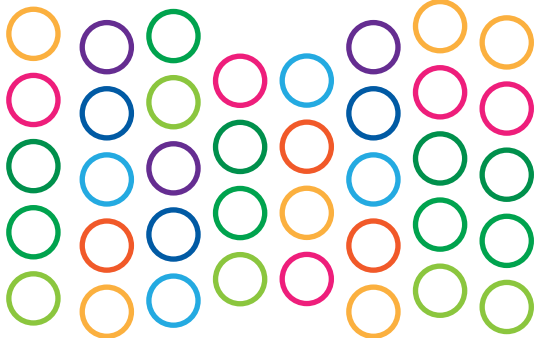


CHROMA

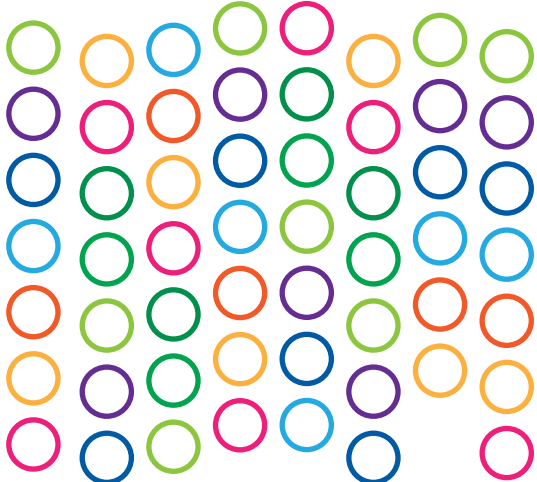
Turn on the color.

BRAND BOOK

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LOGO GUIDELINES

CHROMA

PRIMARY & ONLY USAGE - USE WITH OR WITHOUT TAGLINE



No matter how you use the logo, make sure it's easy to see. To do this, surround the logo with a buffer of clear space, or area of isolation. Don't let any other graphic penetrate this space. This will keep the logo from getting crowded and hard to see. The size of the area of isolation is .25" from the edges shown above.

Try to never use the logo smaller than .5" wide. If this is unavoidable, remove the word "Composites" from the bottom.

LOGO FONTS

ADAM CG PRO WITH CUSTOM 'O'

LOGO USAGE



CORRECT

USE WITH OR WITHOUT 'TURN ON THE COLOR' TAG LINE



CORRECT MAIN USAGE



CORRECT 1-COLOR USAGE
May also use Black



CORRECT 2-COLOR USAGE



CORRECT BLACK & WHITE USAGE



CORRECT REVERSED USAGE

INCORRECT



DON'T ADD A COLOR



DON'T MIX & MATCH



DON'T SWAP THE COLORS



DON'T PUT ON A BUSY BACKGROUND

COLOR PALETTE



MAIN PALETTE

0-0-0-90

Secondary colors may be placed on white as well.



0-80-95-0

0-95-20-0

75-100-0-0

70-15-0-0

100-0-100-1

0-35-85-0

100-95-5-0

50-0-100-0

100-18-100-1

SECONDARY PALETTE

Use as liberally as needed.

TYPOGRAPHY

HEADLINES SHOULD ALWAYS BE IN ADAM CG PRO WITH NORMAL TRACKING

SUB-HEADLINES MAY BE ANY OF THE FOLLOWING:

GILL SANS : LIGHT - Gill Sans : Light

GILL SANS : REGULAR - Gill Sans : Regular

GILL SANS : SEMI-BOLD - Gill Sans : Semi-bold

Body copy should always be in Gill Sans Light/Regular. Body copy should always be in Gill Sans Light/Regular. Body copy should always be in Gill Sans Light/Regular. Body copy should always be in Gill Sans Light/Regular. Body copy should always be in Gill Sans Light/Regular. Body copy should always be in Gill Sans Light/Regular.

NEVER USE “+” : ALWAYS USE “&”.

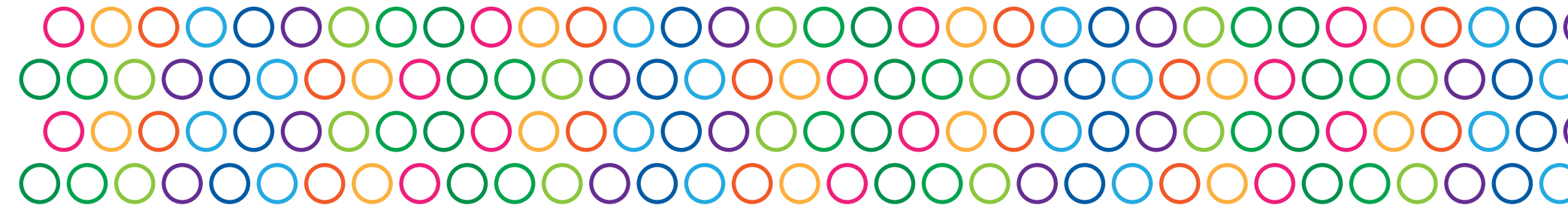
USE DISCRETION WHEN PLACING TYPE OF DIFFERENT COLORED BACKGROUNDS.

Use discretion when placing type on different colored backgrounds.

Use discretion when placing type on different colored backgrounds.

Use discretion when placing type on different colored backgrounds.

ICONS & IMAGERY



COLOR CIRCLES

These can be used anywhere - to divide information or to add a splash of color. They may be run horizontally or vertically. Always alternate and keep staggered, not aligned.

Always keep at a 2 point stroke, and in this size. May also be used in solid colors only.



'SWIRL' FROM LOGO

Use expanded proportionally for extra flair. Always make sure to have some hanging off the page, never include all parts of the Swirl.



DASHED COLOR LINES

These can be used anywhere - to divide information or to add a splash of color. Always alternate and keep them staggered, not aligned. May be used smaller, but not larger.

May also be used in solid colors only, as seen on opposite page.