

CORAC BRAND STYLE GUIDE

Logo Variations: Please note that the preferred logo variation contains classic Royal Blue. If it appears reversed on a blue field, it should be a Navy Blue field so the warm red does not create a visual conflict.



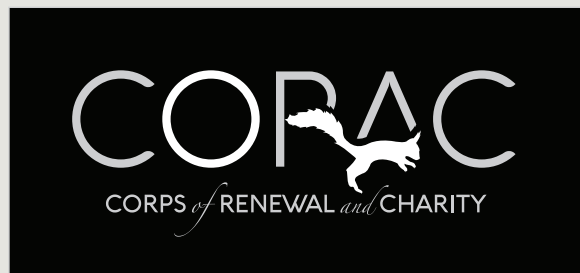
Standard full color logo configuration



Standard black/white logo configuration.



Standard full color configuration on any dark background.



Standard black/white configuration on a black background.



Pantone - PMS Royal Blue

Process:	RGB:
C 77%	R 77
M 62%	G 105
Y 0%	B 177
K 0%	Hex: #4169e1



Pantone - PMS Warm Red

Process:	RGB:
C 0%	R 239
M 89%	G 66
Y 94%	B 42
K 0%	Hex: #f54029



Pantone - PMS 128 (Pale Yellow)

Process:	RGB:
C 2%	R 253
M 9%	G 221
Y 100%	B 0
K 0%	Hex: #FEDD00

Typography

Logo:

Aquawax - Light
Zapfino

Web/Print:

Headline/Display: Open Sans Bold

ABCDEFabcdef

Text: Open Sans - Regular
ABCDEFabcdef