



Branding Usage Guidelines
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with any questions:

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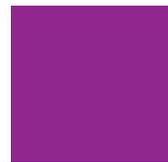
Primary Logo Color Guide



CMYK
C 100
M 0
Y 0
K 0



CMYK
C 30
M 0
Y 100
K 0



CMYK
C 51
M 100
Y 0
K 0



Pantone
Process
Cyan C



Pantone
PMS 382C



Pantone
PMS 254C

Secondary Logo Color Palette



PMS 1375C
C 0
M 41
Y 99
K 0



PMS 179C
C 0
M 100
Y 62
K 0



PMS 368C
C 57
M 0
Y 100
K 0



PMS 534C
C 100
M 80
Y 30
K 5

Black and White Version

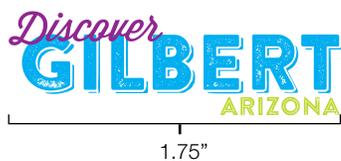


Clear Space Guidelines



To ensure that the Discover Gilbert logo maintains distinction from all other graphic elements, no type, symbols, or marks of any kind should intrude in the clear space area indicated. A space equal to the proportional height of the "Discover", shown above as "X", should be present.

Minimum Size Requirements



To ensure maximum legibility and impact of the Discover Gilbert logo, it should not appear at any size smaller than indicated above.

Typography



Wisdom Script Regular

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

BRANDON PRINTED TWO SHADOW

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BRANDON PRINTED INLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Proper File Usage

Printing: For jobs that will be professionally printed, please use the supplied eps logo files. These files are vector based as opposed to pixel based files, such as gifs or jpgs, and allow for higher resolution output.

Color pieces that are printed on a Commercial Offset Lithographic Printer, in-house or with a digital printing press should contain the CMYK logo eps.

Pieces that are to be faxed, photocopied or done in any other black and white medium should contain the provided black and white logo file.

Web/Screen: For all web and screen applications please use the supplied jpg files.

Improper Usage Guidelines

Do not use the logo in any color combination other than those approved in this style guide.



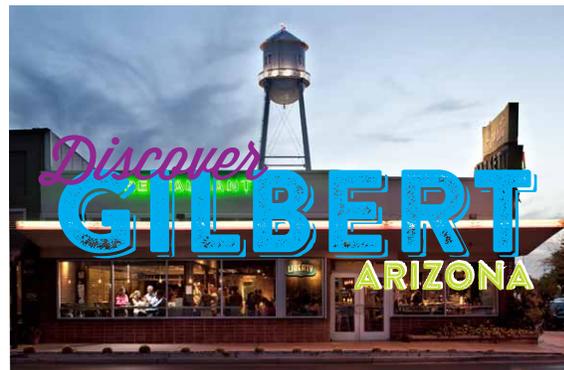
Do not skew, stretch, or distort the logo.



Do not alter the size or positioning relationship between the type and the mark.



Do not place the logo over a distracting background.



Reversed Out Logo Usage

In some designs, the logo must reverse out of a solid color. A special version of the logo has been created for this purpose. To ensure maximum legibility and impact of the Discover Gilbert logo, only backgrounds with adequate contrast between the reversed out logo and colored background should be used.

