



PARAMOUNT DIE

BRAND STANDARDS



Logo Variations

COLOR APPLICATIONS

2 Color Logo



2 Color Logo With Tag



BLACK & WHITE APPLICATIONS

1 Color Logo



1 Color Logo With Tag



Reversed Logo



Fonts & Colors

Fonts

Header - Myriad Pro Semibold 19pt

SUBHEAD - MYRIAD PRO BOLD 10pt

Body Header - Myriad Pro Semibold 10pt

Body Copy - Myriad Pro Regular 10 pt – Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugia.

Disclaimer & Description - Myriad Pro Italic 8pt

PRINT COLORS



PMS 186 C



C0 M100 Y81 K4



100% Black



C0 M0 Y0 K80

SCREEN & WEB COLORS



R227 G24 B55



R88 G89 B91



R0 G0 B0



#e51937



#58585a



#000000

RESTRICTED LOGO ALTERATIONS

DO NOT ROTATE



DO NOT DISTORT



DO NOT CHANGE FONT



DO NOT LOWER OPACITY



DO NOT CHANGE COLORS



DO NOT CHANGE ORIENTATION

