LOGO GUIDELINES

1 LOGO VARIATIONS

Primary Logo

Do not display the primary logo less than .75 inches in height.

Minimum Height: .75"

One Color

When using the OSM logo in a single color application, screened levels of PMS 317 are to be used.

Black & White

When using the OSM logo in a black & white application, the main box is a 75% black.

2 INAPPROPRIATE LOGO USE

Do not alter the logo in any way including, but not limited to:

- Stretching of the Logo
- Color Substitutions
- Font Substitutions
- Drop Shadows and other effects
- Icon and Text Positioning Changes

3 COLORS

Blue		
PMS	**CMYK**	**WEB**
317	30 0 10 0	#aedfe5

Red Orange		
PMS	**CMYK**	**WEB**
179	0 90 85 0	#ef4036

4 FONTS

The headline font is Mayo. Only use Mayo for callouts, titles, and large type.

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z