

Brand Manual

PROJECT REPRESENTATIVE:

R. John Dawes Jr.

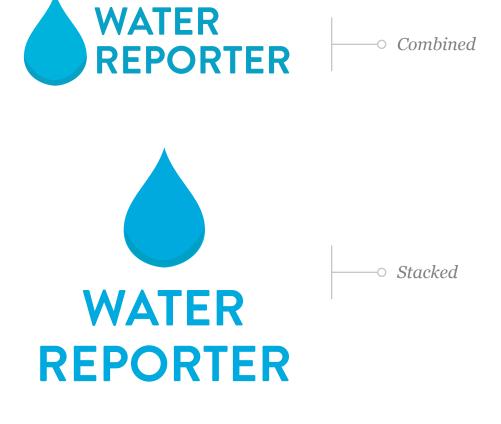
dawes@chesapeakecommons.org (814) 386-2865

Chesapeake Commons 1875 Connecticut Avenue NW, Suite 10 Washington, DC 20009

Logomark & Logotype

Ensuring that the logo type and logo mark are used consistently across the web, mobile applications, printed materials, and other digital advertising is crux to establishing brand recognition. Always use the approved mark, type, and combination usage with the appropriate identity colors.

Appropriate Usage WATER REPORTER Type only WATER REPORTER



Inappropriate Usage



Never use a non-indentity color, such as black droplets (oil) or colors other than blue/black/gray for typefaces



Never alter the typeface or it's aspect

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CLIENT REPRESENTATIVE:

R. John Dawes Jr.

dawes@chesapeakecommons.org (814) 386-2865

Chesapeake Commons 1875 Connecticut Avenue NW, Suite 10 Washington, DC 20009

Viable Industries L.L.C.

6101 Penn Ave, Suite 302 Pittsburgh, PA 15206

grow@viableindustries.com (412) 956-3358

Company Representative

Joshua Powell, Managing Director joshua@viableindustries.com (412) 956-3358