



## 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



### Inappropriate Usage



This document and supporting materials contain confidential and proprietary business information of Viable Industries, L.L.C. All information contained within this proposal is to be considered proprietary and should not be shared with anyone outside of your organization. Sharing in any form print or digital, is strictly prohibited.

All visual material, written content, as well as design of this booklet are Copyright 2015 Viable Industries, L.L.C.

**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