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Internal Barnd Guidelines Quick Guide

Primary Logo

Acceptable Reverse & Alternative Options

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Color Palette

GTEL GOLD	RICH BLACK	MID GRAY	LIGHT GRAY	ELECTRIC PURPLE	CLASSIC BLUE
C-0 M-35 Y-99 K-0	C –75 M-68 Y-67 K-90	C –55 M-49 Y-48 K-15	C –15 M-12 Y-13 K-0	C-0 M-35 Y-99 K-0	C-0 M-35 Y-99 K-0
R-246 G-174 B-27	R-0 G-0 B-0	R-115 G-111 B-110	R-213 G-211 B-210	R-246 G-174 B-27	R-246 G-174 B-27
PMS 7409 f6ae1b	000000	736f6e	d5d3d2	8529C6	002FB2

Fonts

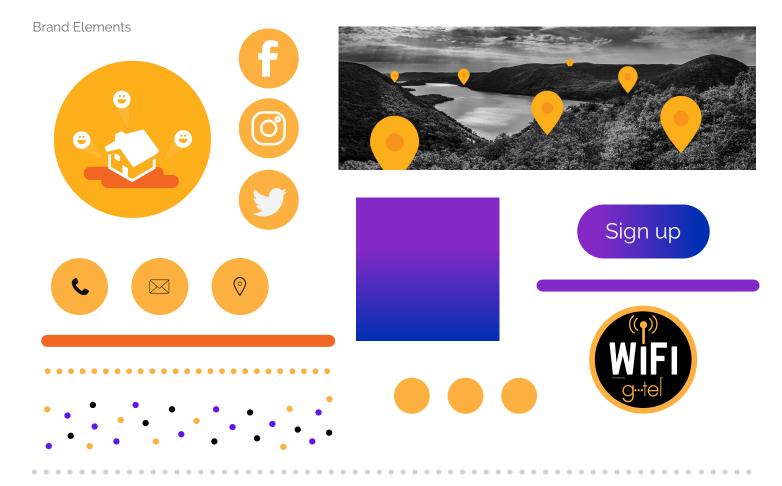|		
Raleway Reg *40 pt	· · · · ·	# Headlines
Raleway Bold All Cap 80pt Letter spacing *19 pt	· · · · ·	## SUBHEAD 1
Raleway Extra Bold *12pt font	· · · · ·	**Subhead 2** (also seen in black)
Raleway Regular (Generally Same as Subhead 2 *12 pt size)	· · · · ·	Body Copy
Playtfair Italic Reg *10pt font	· · · · ·	*Subtle call out*

*All pt sizes vary on pieces. Fine print should not be set smaller than 6pt font.

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Brand Elements

Sign up

WiFi
Provided by
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Brand Samples

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Serving residential and business customers
in Southern Columbia County.
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Unlimited US & Canada
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• Includes Standard Feature Pack
• Local & LD Calling to US & Canada

*w/GTel Internet Subscription

Standard Feature Pack
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