HOW
LOW
CAN
AVL
GO?

*standard use
vertical logo*

HOW
LOW
CAN
AVL
GO?

1 inch tall
minimum

HOW
LOW
CAN
AVL
GO?

HOW
LOW
CAN
AVL
GO?

*alternate use
vertical logo*

*(for use on colored or
patterned backgrounds)*

howlowcanavlgo?

raise the bar. lower the carbon.

*tagline is smaller and centered
when logo is used at large scale*

howlowcanavlgo?
raise the bar. lower the carbon.

*tagline is justified with logo
when used at small scale*

howlowcanavlgo?
raise the bar. lower the carbon.

1.5 inches wide minimum

HOW
LOW
CAN
AVL
GO?

HOW
LOW
CAN
AVL
GO?

howlowcanavlgo?
raise the bar. lower the carbon.

Pantone 290-2 (C50 M0 Y85 K0)
process printing

HOW
LOW
CAN
AVL
GO?

HOW
LOW
CAN
AVL
GO?

howlowcanavlgo?
raise the bar. lower the carbon.

Pantone 298-1 (C40 M0 Y100 K0)
process printing

HOW
LOW
CAN
AVL
GO?

HOW
LOW
CAN
AVL
GO?

howlowcanavlgo?
raise the bar. lower the carbon.

Pantone 382U
80% black on green, 70% black on white
2-color printing, uncoated

HOW
LOW
CAN
AVL
GO?

HOW
LOW
CAN
AVL
GO?

howlowcanavlgo?
raise the bar. lower the carbon.

Pantone 376C
80% black on green, 70% black on white
2-color printing, coated