



BLACK

GRAYSCALE

ONE COLOR PMS 2757



TWO COLOR PMS 2757 & PMS 485

WHITE

CMYK



SAFE ZONE



Logo Rules of Use:

1. Only use logo against accepted backgrounds
 - a. Acceptable: White Background (preferred), Light Colored Background and Non-Noisy Light Photo Background
 - b. REVERSE ACCEPTABLE against Plain Dark Background
 - c. UNACCEPTABLE: Noisy Photo Background
2. Do not place any design elements within safe zone
3. Do not alter logo in any way i.e. stretch logo or change color of logo
 - a. Acceptable color choices for logo are detailed above
4. When logo is used alone it must include the license number



FONTS

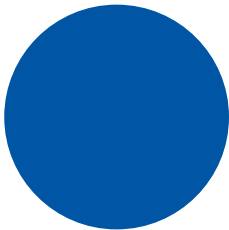
FREIGHT SANS FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

(use tabular lining on all numbers)



PMS 2757

CMYK

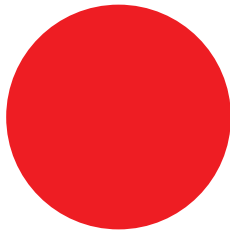
100/73/0/2

RGB

0/84/164

HEX

#0054A4



PMS 485

CMYK

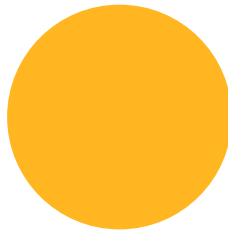
0/100/100/0

RGB

237/28/36

HEX

#ed1c24



PMS 1235

CMYK

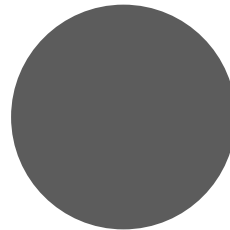
0/32/95/0

RGB

255/184/25

HEX

#ffb819



SLATE GRAY

CMYK

62/54/53/27

RGB

91/91/91

HEX

#5b5b5b



LIGHT GRAY

CMYK

5/3/3/0

RGB

239/239/239

HEX

#efefef

Tagline: Service is our Obsession

Phone number formatting: 760.343.7488 (main number)

Web address formatting: CallTheGeneral.com

Return address: 31170 Reserve Drive; Thousand Palms, CA 92276

Lic# 686310 (must be included on everything)

Registered items: General Air Conditioning & Plumbing, Call the General, 5 Star Advantage, General characters, and Open 7-11 logo.



REGISTERED BRANDING ELEMENTS



OTHER GRAPHIC ELEMENTS

