SEEGRID CORPORATE BLUE:

CMYK: 100C, 34M, 2K
RGB: 0 R, 118 G, 204 B
Web: 0076cc
PMS: 3005 C

SEEGRID Corp Dark Blue :

CMYK: 97C, 76M
RGB: 5 R, 81 G, 168 B
Web: 0551a8
PMS: 2728 C

COLOR GUIDELINES:

Seegrid Corp Blue:
Used for fields and bands
of color as well as text providing
it is on darker color backgrounds.

Seegrid Corp Green:
Used for fields and bands of
color as well as text providing
it is on darker color backgrounds.

Seegrid Corp Dark Blue:
Used for fields and bands of
color as well as text on white
or light colored backgrounds.

Seegrid Metallic Silver:
This metallic colored ink is used
for backgrounds
(PMS 877 C metallic ink only)

SEEGRID CORPORATE GREEN:

CMYK: 46C, 100Y
RGB: 163 R, 203 G, 48 B
Web: a3cb30
PMS: 375 C

SEEGRID Metallic Silver :

PMS: 877 C

SEEGRID Alternate Blue #1 :

CMYK: 100C, 34M, 20K
RGB: 0 R, 110 G, 170 B
Web: 006eaa
PMS: 307 C

SEEGRID Alternate Blue #2 :

CMYK: 100C, 34M, 40K
RGB: 0 R, 88 G, 138 B
Web: 00588a
PMS: 7462 C

SEEGRID Alternate Blue #3 :

CMYK: 100C, 57M, 40K
RGB: 0 R, 68 G, 123 B
Web: 00447b
PMS: 7693 C

SEEGRID Alternate Blue #4 :

CMYK: 100C, 46M, 70K
RGB: 0 R, 45 G, 85 B
Web: 002d55
PMS: 540 C

ALTERNATE COLORS;

These commonly-used colors
can be used for color fields and
typography providing there is
sufficient contrast between the
color and its background color.

TYPOGRAPHY COLOR GUIDELINES:

Headlines: 100% black or color

Body Copy: 75% black or
100% color (used
very sparingly)

Ghost Text: 20-25% black
(Some colors may
be used providing
the ghosted text
is visible against its
background color)

Truck Model Designation:
Whether a truck
model's text is solid
or outlined:
40% black

TYPOGRAPHY GUIDELINES:

All Seegrid text (except the
corporate logo) is to be:
Helvetica Neue Condensed

Seegrid Logo:
Verdana, all caps. Only the 'S' is
capitalized

SEEGRID Alternate Green:

CMYK: 57C, 100Y
RGB: 122 R, 193 G, 66 B
Web: 7ac142
PMS: 368 C

SEEGRID Pale Yellow

CMYK: 1C, 15M, 66Y
RGB: 254 R, 214 G, 113 B
Web: fed671
PMS: 121 C

SEEGRID Bright Red :

CMYK: 15C, 100M, 100Y
RGB: 209 R, 34 G, 41 B
Web: d12229
PMS: 1795 C

SEEGRID Dark Red :

CMYK: 97M, 100Y, 50K
RGB: 139 R, 14 G, 4 B
Web: 880e04
PMS: 7427 C