

BRAND GUIDELINES

THE BASICS

LOGOS

The medallion logo is the primary logo and should be used in the primary color unless readability is compromised.



PRIMARY
(RED)

INVERTED
(WHITE)

ALTERNATIVE DARK
(BLACK)

ALTERNATIVE LIGHT
(TITANIUM)

The type mark should only be used if the size restrictions makes the medallion logo illegible.



PRIMARY
(RED)

INVERTED
(WHITE)

ALTERNATIVE DARK
(BLACK)

ALTERNATIVE LIGHT
(TITANIUM)

FONTS

All branded materials should use Circular Std (book, bold or black)

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !@#\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !@#\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !@#\$%^&*()

COLORS

All branded materials should use Circular Std (book, bold or black)

