

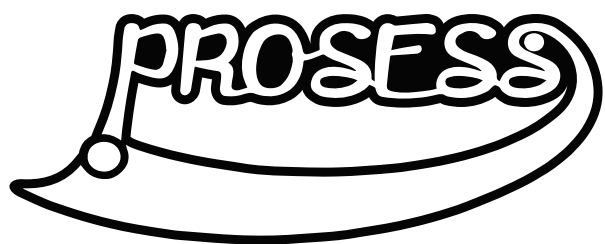
PROSESS CORPORATE DESIGN GUIDELINES



PRIMARY COMBINED LOGO



PRIMARY LOGO



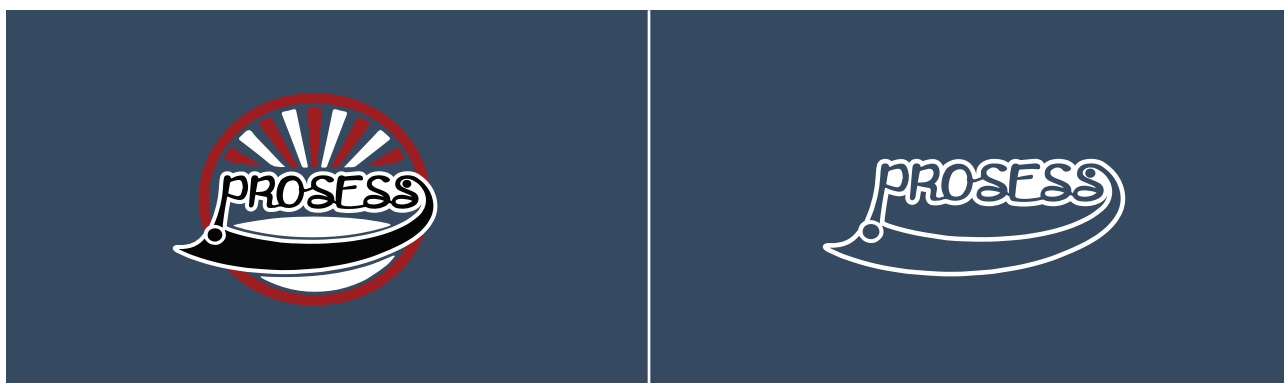
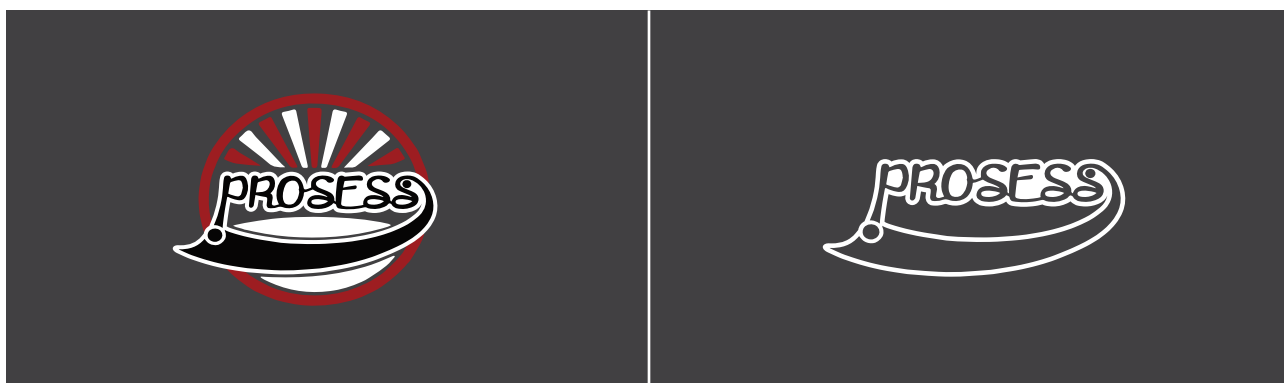
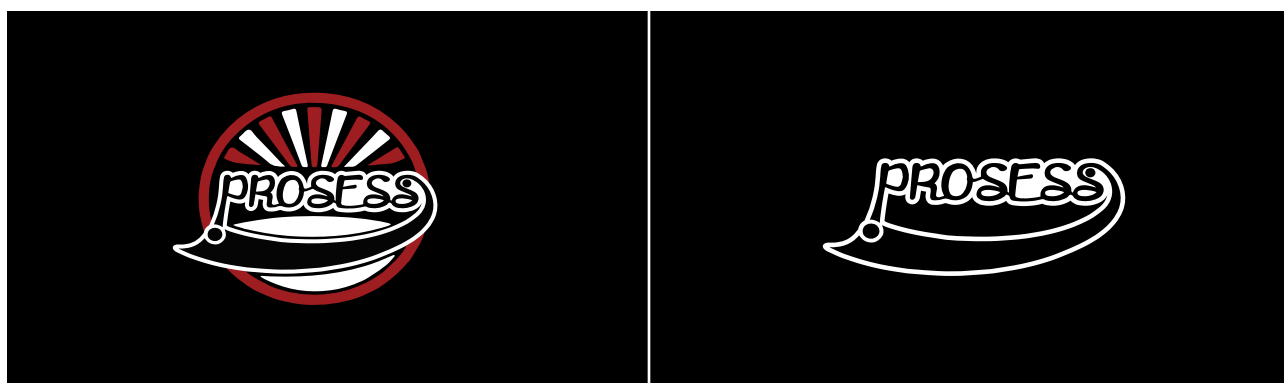
LOGO IN WHITE OR LIGHT BACKGROUND

This form of the logo must only be used against background colors light enough to hold enough contrast to maintain legibility.

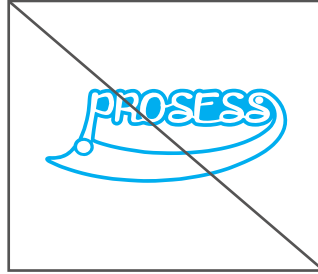


LOGO IN BLACK OR DARK BACKGROUND

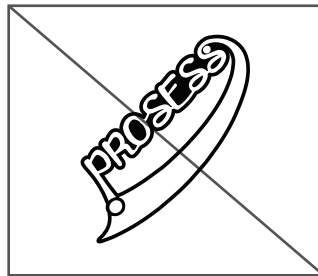
This form of the logo must only be used against background colors strong and dark enough to hold enough contrast to maintain legibility.



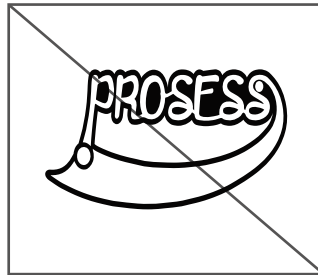
INCORRECT LOGO USE



DO NOT change the logo colors



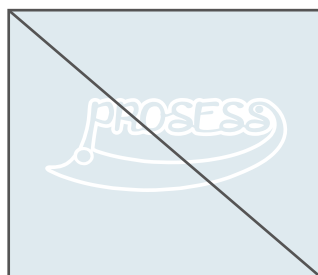
DO NOT place the logo on an angle



DO NOT distort the logo



DO NOT place the logo on busy photography or patterned backgrounds.



DO NOT place the logo on a colored background that will compromise legibility.

DO NOT place the white logo on a pale background.

COLOR PALETTE

The Process primary corporate colors are Pantone 7622 C (Red), Pantone Black 6 C (Black), Pantone 533 C (Blue) and White are for use in spot color printing.

For the four color process (CMYK), the specifications shown should be used as they match the PMS as closely as possible.

For web sites or screen graphics, the RGB colors should be matched. RGB colors are intended to match their PMS counterparts as closely as possible. These should not be used for print applications.



CMYK 24 - 100 - 100 - 23
PANTONE 7622 C
RGB 156 - 28 - 31
WEB #9C1C1F



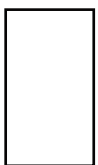
CMYK 74 - 68 - 67 - 88
PANTONE BLACK 6 C
RGB 6 - 5 - 5
WEB #060505



CMYK 88 - 73 - 31 - 59
PANTONE 533 C
RGB 22 - 39 - 68
WEB #162744



CMYK 94 - 74 - 50 - 51
PANTONE 5395 C
RGB 15 - 45 - 64
WEB #0F2D40



CMYK 0 - 0 - 0 - 0
PANTONE -
RGB 255 - 255 - 255
WEB #FFFFFF



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