

# LOGO SPECIFICATIONS FOR AWE

We take our brand seriously. We want you to use our logo in the right way, so we made a simple guide to follow. Follow this simple usage guide and we'll all get along juuuuusstt fine. Off we go!

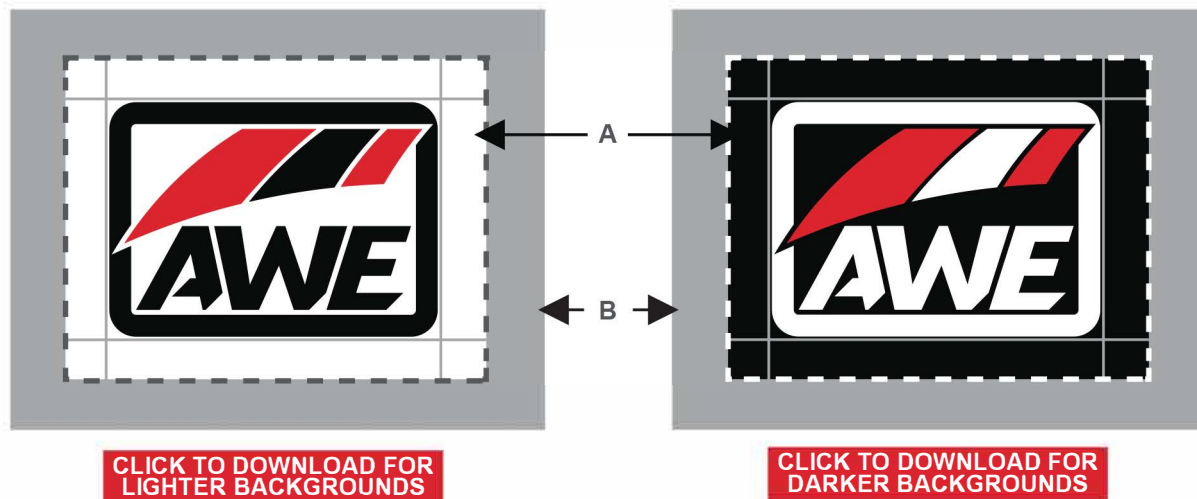
## HEADLINE AND BODY COPY FONTS

**BEBAS NEUE - HEADLINE TYPEFACE**

**Arial - Body copy typeface**

## USING THE LOGO

- A. This space indicates a Clear Zone. This area must be kept free of other elements.
- B. Gray padding indicates the Safe Zone. This is an area where other elements can be positioned safely without encroaching on the logo's Clear Zone.



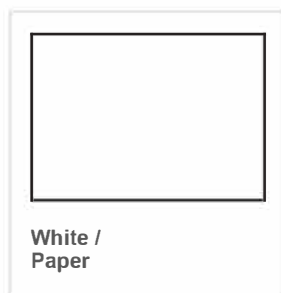
## LOGO COLOR PALETTE

Pantone, CMYK, RGB and HTML

The color palette was selected to be useable across all typography, graphics and pattern applications.



C 09 M 98 Y 93 K 01  
R 216 G 38 B 46  
HTML D8262E



C 00 M 00 Y 00 K 00  
R 255 G 255 B 255  
HTML FFFFFFFF



C 00 M 00 Y 00 K 100  
R 000 G 000 B 000  
HTML 000000



## HOW NOT TO USE THE LOGO

Please use the logos as provided and don't mess with them. e.g.:



Do not take away any elements of the logo. It's not cool.



Do not take liberty in extracting pieces of the logo. Resist those minimalistic urges.



Do not stretch the logo. Its proportions are perfect the way they are.



Do not use any color other than what was provided. Especially pink.



Do not alter the type or add additional elements. This is a huge mistake. Leave the design to the designers.



Do not use the old versions of our logo. Google is tempting, but this PDF is better.

