



DISASTER RESTORATION SERVICES | BRAND GUIDELINES | 2016





# Logo Variations

FULL COMPANY NAME

STANDALONE

WEBSITE AS TAGLINE



GRAYSCALE

REVERSE





# Minimum Size & Spacing

## MINIMUM SIZE



Web Minimum Size:  
150 pixels wide



Print Minimum Size:  
1" wide

## SPACING AROUND LOGO

| .5" |

x



x





# Color Palette

## COLOR PALETTE



PMS 299 C

C = 73  
M = 19  
Y = 0  
K = 0



PMS 200 C

C = 16  
M = 100  
Y = 87  
K = 6



PMS 426 C

C = 94  
M = 77  
Y = 53  
K = 94





# Typography

## TYPOGRAPHY

DRS LETTERS:

**Avenir Next LT Pro, Heavy**

TAGLINE:

**Delta Jaeger Bold**

## PRIMARY TYPEFACE

### PRINT USAGE

Avenir Next LT Pro, Ultra Light  
*Avenir Next LT Pro, Ultra Light Italic*  
 Avenir Next LT Pro, Condensed  
 Avenir Next LT Pro, Regular  
 Avenir Next LT Pro, Medium  
 Avenir Next LT Pro, Medium Condensed  
 Avenir Next LT Pro, Demi  
 Avenir Next LT Pro, Demi Condensed  
 Avenir Next LT Pro, Bold Condensed  
**Avenir Next LT Pro, Heavy Condensed**  
**Avenir Next LT Pro, Heavy**

Avenir Next LT Pro, Ultra Light Condensed  
*Avenir Next LT Pro, Ultra Light Condensed Italic*  
 Avenir Next LT Pro, Condensed Italic  
 Avenir Next LT Pro, Italic  
 Avenir Next LT Pro, Medium Italic  
 Avenir Next LT Pro, Medium Condensed Italic  
 Avenir Next LT Pro, Italic  
**Avenir Next LT Pro, Bold**  
**Avenir Next LT Pro, Bold Italic**  
**Avenir Next LT Pro, Heavy Condensed Italic**  
**Avenir Next LT Pro, Heavy Italic**





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