



MEDIA KIT USAGE GUIDE

LIMITED-USE HORIZONTAL LOGO

The Horizontal Logo is reserved for content areas with a wide, horizontal, size ratio. Only use this logo when the Primary and Alternate Logos cannot be well represented in the available space.



RESPEC RED

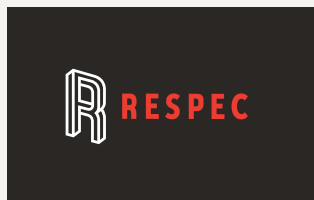
SPOT PANTONE RED 185
CMYK 00, 91, 88, 00
HEX #EF3E32



LOGO GRAY

The off-black used in the logo files.
SPOT: PANTONE 7448 C
CMYK: 65, 70, 50, 45
HEX: #473A46

Approved Two-Color Usage



Avoid using this logo on a colored background with a similar hue and saturation as the RESPEC Red.



Always provide negative space around the logo. No graphics or type should be within the defined areas.

Only use the RESPEC logo as it has been provided. Do not recreate, rearrange, recolor, stretch, crop, or otherwise alter any RESPEC logo.

DO NOT CHANGE TYPEFACE



DO NOT STRETCH



DO NOT ROTATE



DO NOT REPOSITION THE ELEMENTS



DO NOT CHANGE COLOR

