



MEDIA KIT USAGE GUIDE

PRIMARY LOGO THE “FLAG”

The Primary Logo is the default choice for all applications. It is well suited for vertical and square placements.



RESPEC RED

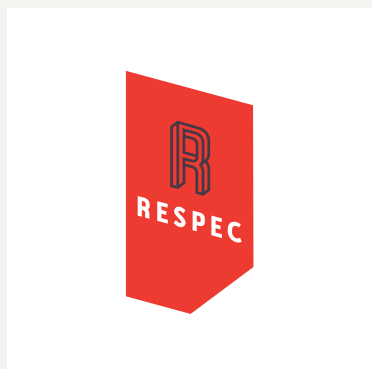
SPOT PANTONE RED 185
CMYK 00, 91, 88, 00
HEX #EF3E32



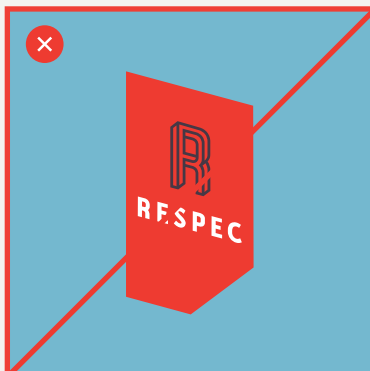
LOGO GRAY

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

Approved Two-Color Usage



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



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

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

