



BRAND GUIDE

UPDATED 07/01/21

LOGO | ENGRAVED



LOGO TYPE:
ENGRAVING OR FOIL GOLD
PRINT PMS 132 U OR PMS 871 U

LOGO SHIP:
CUSTOM GRAY
PMS 452 U

GENERAL CALLOUTS:

This logo should never be used reversed.

LOGO | SIMPLE



LOGO TYPE:
ENGRAVING OR FOIL GOLD
PRINT PMS 132 U OR PMS 871 U

LOGO SHIP:
CUSTOM GRAY
PMS 452 U

GENERAL CALLOUTS:

This logo should be used in 2 colors as specified, or in a single color as shown to right (in Black, PMS 7502 U, PMS 132 U, PMS 871 U, or PMS 452 U). This logo can be used reversed.



LOGO | LOGOTYPE



GENERAL CALLOUTS:

This logo should be used in a single color (in Black, PMS 7502 U, PMS 132 U, PMS 871 U, or PMS 452 U). This logo can be used reversed.



LOGO | MINIMUM LOGO SIZE



ENGRAVED LOGO:
W 1.25" x H 0.75"
W 166PX x H 100PX



SIMPLE LOGO:
W 1" x H 0.53"
W 166PX x H 85PX



LOGOTYPE:
W 0.825" x H 0.33"
W 126PX x H 50PX