



Brand Identity Guidelines

February 2008



Logo System

Full Color Version

The primary version of the Friends of Pangea Day logo uses several colors and should only be used over black. It should never be used on other colors, photography or video.

Primary Color





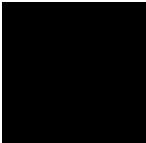
Color

Guidelines for Color


The colors shown here are the principle identifying colors for Friends of Pangea Day. While exact color matching is difficult across media, the following color system has been established: use CMYK for 4-color process printing, RGB for on-screen, and Pantone Matching System (PMS) for spot printing.

For on-screen purposes, it is important to use the hexadecimal values instead of sampling these swatch colors. Colors appear differently on all computer monitors based on many variables, including platform and bit-depth of the computer's video card.


Online



Headlines and Body Copy
HEX # 000000
R: 0, G: 0, B: 0

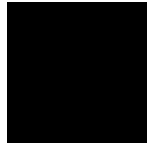


Secondary Color
HEX # 008C99
R: 0, G: 140, B: 153




Alternate Background Color
HEX # 333333
R: 51, G: 51, B: 51


Print



Headlines and Body Copy
PANTONE 426 C
C: 0%, M: 0%, Y: 0%, K: 99%



Secondary Color
PANTONE 321 U
C: 100%, M: 0%, Y: 31%, K: 23%



Alternate Background Color
PANTONE 425 C
C: 0%, M: 0%, Y: 0%, K: 77%



Typography

Graphic Text

The Friends of Pangea Day typeface is Benton Sans, in Condensed Black, Condensed Bold and Condensed Medium weights. It is a modern sans serif font that is both functional, versatile, and distinctive. Use Benton Sans Condensed Black for headlines and text where extra emphasis is needed. Benton Sans originated as a font called News Gothic and was designed in 1903 by Morris Fuller Benton. Benton Sans is not owned by Friends of Pangea Day and must be purchased at myfonts.com.

Main Headlines

Font: Benton Sans Condensed Black
Tracking: -30
Point Size: 34 pt (for print), 36 pt (for web as Flash)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Headlines

Font: Benton Sans Condensed Bold
Point Size: 14 pt (for print), 18 pt (for web as Flash)
Tracking: -10
Leading: 21 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy

Font: Benton Sans Condensed Regular
Point Size: 10 pt (for print), 12 pt (for web as Flash)
Tracking: 25
Leading: 16 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Typography

HTML Text

Arial is a secondary typeface for work to be presented on-screen, such as HTML body copy online. Arial is already installed on most computers, and is suitable where Benton Sans Condensed cannot be used or is unavailable.

Main Headlines

Font: Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Headlines

Font: Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy

Font: Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890