

LOGOS



FULL COLOR: USE ON SIMPLE BACKGROUNDS
SPACING: KEEP ONE "ELB" SPACE AWAY IN ALL DIRECTIONS

ONE COLOR: USE ON MORE COMPLEX BACKGROUNDS AND ONE COLOR PRINTING
SPACING: KEEP ONE "ELB" SPACE AWAY IN ALL DIRECTIONS

TYPOGRAPHY

BEBAS NEUE BOOK IS THE MAIN HEADLINE FONT; **FOR IMPACT/PRIORITY USE BEBAS NEUE BOLD**

CENTURY GOTHIC BOLD IS THE SECONDARY FONT FOR SUBTITLES OR EMPHASIS IN PARAGRAPHS

Century Gothic Regular is the paragraph font. You can **bold** for emphasis within titles, subheads, and paragraphs but make sure the **bolded elements are the most important parts** for what the piece or paragraph is saying. Make sure all text in a piece is legible.

COLORS

GREY 1

C 69
M 63
Y 62
K 56

DIGITAL PRINT

R 54
G 54
B 54

GREY 85%

#363636

GREY 2

C 59
M 50
Y 50
K 18

R 105
G 105
B 105

GREY 65%

#696969

GREY 3

C 6
M 4
Y 5
K 0

R 235
G 235
B 235

GREY 10%

#ECECEC

YELLOW

C 2
M 11
Y 94
K 0

R 253
G 218
B 36

PMS 114C

#FDDA24

BLUE*

C 99
M 80
Y 15
K 3

R 19
G 75
B 142

PMS 653c

#134B8E

*limited use; should not be primary

BRAND QUICK SHEET

QUESTIONS? EMAIL CREATIVESTRATEGIES@ELBITSYSTEMS-US.COM

