



Graphic Standards & Guidelines

COLOR SPECIFICATIONS

The basic signature elements of the **BRANDSOURCE**® trade name and corporate symbol appear in their correct forms and approved color applications on this page. These elements must be used exactly as shown, except for size variations.

PANTONE® MATCHING SYSTEM (PMS)

Pantone Red® 032
Cyan 0%
Magenta 91%
Yellow 87%
Black 0%

Process Black
Black 100%



TRADE NAME/LOGOTYPE

Typefaces:

- 1. BRAND - Futura Bold
- 2. SOURCE - Futura Medium
- 3. "O" in SOURCE - Futura Bold

Signature Color Standards:

ITEM	PMS#	PROCESS BUILD
1. BRAND	PMS Red 032	0% Cyan, 91% Magenta, 87% Yellow, 0% Black
2. SOURCE	Process Black	100% Black
3. "O" in SOURCE	PMS Red 032	0% Cyan, 91% Magenta, 87% Yellow, 0% Black

Any and all variations from these standards must be pre-approved in writing by **BRANDSOURCE® Marketing.**



BRANDSOURCE® Marketing.

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