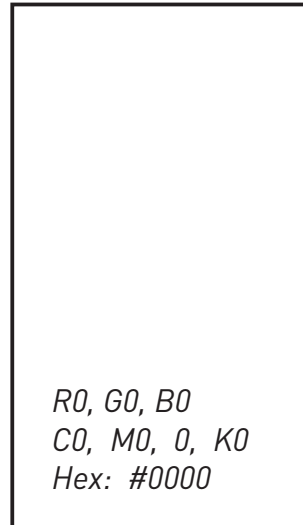




ILLUMINATE STYLE GUIDE

BRAND COLORS

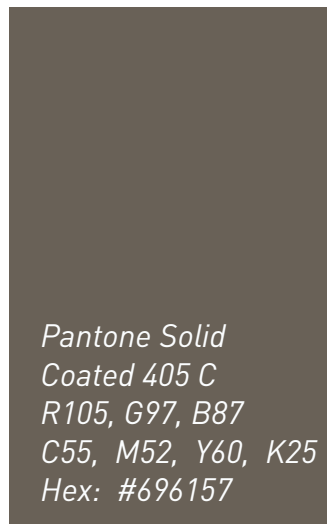
PRIMARY COLORS



Use primary colors for backgrounds, headlines and large swatches of color. This should be the primary color of the brand and the one that you see most.

When using type over a large swatch of Pantone 654U, only use white. Do not use secondary colors overlayed as type.

SECONDARY COLORS



Reserve secondary colors to compliment primary colors. Use for subheads, patterns, and smaller brand pieces.

BRAND FONTS

DIAMONDS REGULAR

Use Diamonds Regular for headlines and display typography. Always track it out to 100pt, all caps, and do not use as an open type font (see note to the right).

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

*Do not use font setting with on open-type setting or with different glyphs. *This may be used rarely and only for large and short display copy.*

~~A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0~~

Din Pro Italic

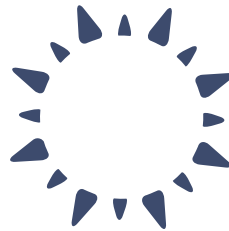
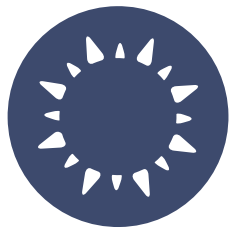
*AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOopQq
RrSsTtUuVvWwXxYyZz
1234567890*

Use Din Pro Italic for sub-headers or long body copy. When paired with Diamonds Regular, this font should always appear at least 40% smaller. Always track this font out to 10pt.

Always use in lowercase.

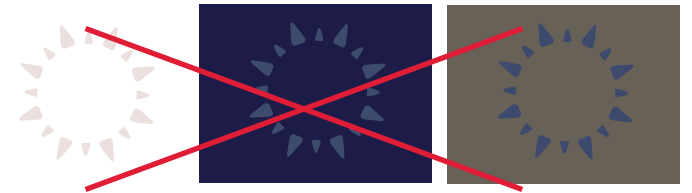
LOGO

PROPER LOGO USE



IMPROPER LOGO USE

Do not use logo in low contrast designs. The logo should always pop from the background. Do not use with like colors or directly over photos.



Do not resize the proportions or ratio of logo elements.

