



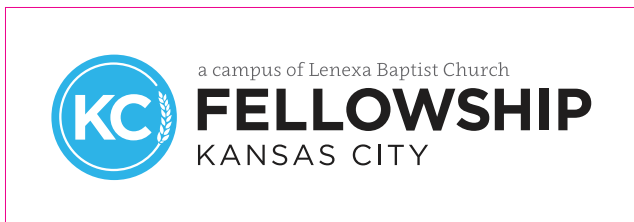
## BRAND IDENTITY AT A GLANCE

### LOGOS & MARKS

Equal margin should surround logos on all sides, as indicated by the pink line. This margin is easy to maintain, as it is part of the logo files already.

#### Full Color Logos

Only for use on a solid white or light grey background.  
Should not be used smaller than .65" tall.  
No areas in the logo are transparent.



#### 1-Color Logos

Only printed as LBC Charcoal or white.  
Should not be used smaller than .65" tall.  
Areas that appear white are transparent.



#### Circle Marks

Only printed as KC Blue, LBC Charcoal or white.  
Should not be used smaller than .5" tall.  
Areas that appear white are transparent.



### COLOR BREAKDOWN

#### Primary

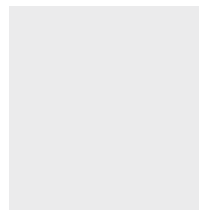


KC Blue  
PMS 2925  
CMYK - 67:10:0:0  
RGB - 72:135:164

#### Secondary

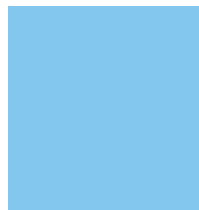


LBC Charcoal  
PMS Cool Gray 11  
CMYK - 0:0:0:75  
RGB - 30:30:30

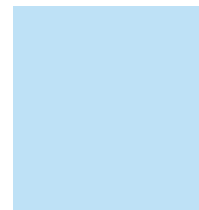


LBC Light Gray  
PMS Cool Gray 2  
CMYK - 0:0:0:60  
RGB - 204:204:204

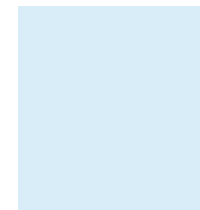
#### Tints



65% Tint  
CMYK - 44:7:0:0  
RGB - 135:200:238



35% Tint  
CMYK - 23:3:0:0  
RGB - 190:222:245



20% Tint  
CMYK - 13:2:0:0  
RGB - 216:235:249

### COLOR PROPORTION

Although pieces will vary,  
the overall brand color balance  
should be as shown below.



### TYPOGRAPHY

HEADINGS : GOTHAM BOOK, ALL CAPS, 16PT  
Subheadings are **Gotham Bold** : Titlecase : 12pt

The body copy for print materials should be typeset as Times New Roman,  
titlecase at 11pt, 1.5 line spacing in microsoft word, or 11pt / 17pt when  
using a design program.