



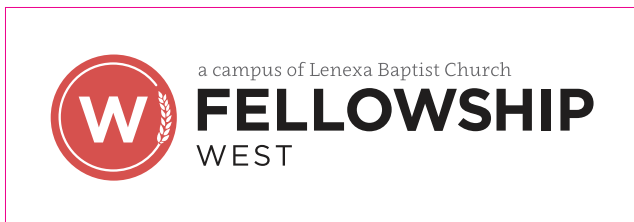
BRAND IDENTITY AT A GLANCE

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.

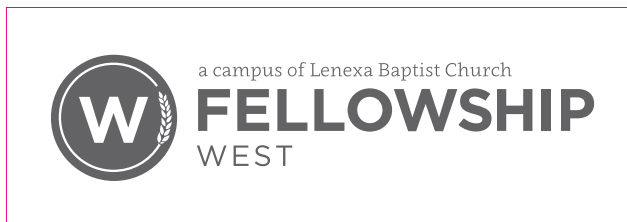
Full Color Logos

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 WEST Red, LBC Charcoal or white.
Should not be used smaller than .5" tall.
Areas that appear white are transparent.



COLOR BREAKDOWN

Primary

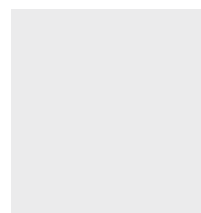


WEST Red
PMS 187
CMYK - 13:83:70:0
RGB - 193:39:45

Secondary

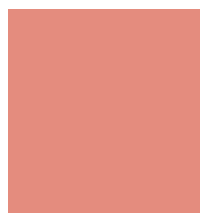


LBC Charcoal
PMS Cool Gray 11
CMYK - 0:0:0:75
RGB - 30:30:30



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

Tints



65% Tint
CMYK - 8:54:45:0
RGB - 257:139:125



35% Tint
CMYK - 5:29:24:0
RGB - 238:188:177



20% Tint
CMYK - 3:17:14:0
RGB - 244:215:206

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.