

Brand Guidelines for REST

November 2014

Logo Usage

Four Color (CMYK) Application

22C 9M 100Y 39K
83C 16M 45Y 54K
42C 8M 23Y 28K



Two Color Application

PMS 582
PMS 561



One Color Application

Black or
White



Brand Colors

The two primary colors for REST are Green and Teal.

The secondary color is Light Teal

Please use this publication as a guide to attaining accurate colors.

Green



For Print

PANTONE® 582

Process color

22C, 9M, 100Y, 39K

For multimedia, web

137R, 135G
#898700

Teal



For Print

PANTONE® 561

Process color

83C, 16M, 45Y, 54K

For multimedia, web

16R, 94G, 85B
#105e55

Light Teal



For Print

Process color

42C, 8M, 23Y, 28K

For multimedia, web

113R, 152G, 152B
#719898

Fonts / Typefaces

The Corporate typefaces – print, multimedia and web

The REST typeface includes the Century Gothic standard font family and the Arial font family. Adobe Garamond can be used for a serif font.

Century Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890!;:/?.,@•%&*()\<>"©

Century Regular Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890!;:/?.,@•%&*()\<>"©

Arial Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890!;:/?.,@•%&*()\<>"©

Century Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890!;:/?.,@•%&*()\<>"©

Century Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890!;:/?.,@•%&*()\<>"©

Adobe Garamond

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890!;:/?.,@•%&*()\<>"©