



GRAPHIC GUIDELINES





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LOGO

The Shield logo is to be used as shown.

Use the colored logo on full color documents. Place on a white background.

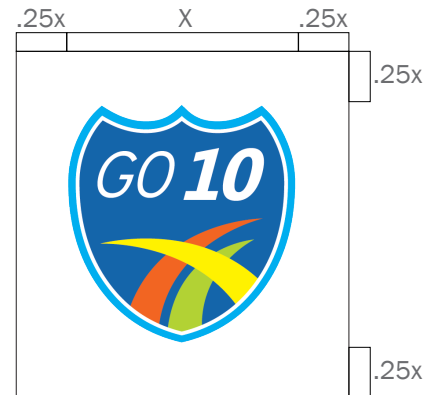
Use the black, white, and grey logo on black and white documents.

Use the reverse white logo for situations where the logo needs to be placed on a colored background.

Keep a margin of approximately 25% of the logo's width between it and other content.

Interstate-LightItalic: GO - Skewed 7 degrees, Tracking: -50, Use zero for "O".

Segoe UI Bold Italic: 10



INCORRECT LOGO USE

1. Don't recolor any element.
2. Don't add or remove elements.
3. Don't add effects.
4. Don't skew or attempt to make three-dimensional.
5. Don't rotate.
6. Don't alter transparency or place the colored logo on a colored background.



1.



2.



3.



4.



5.



6.

These guidelines also apply to the black, white, and grey and reverse white logos.



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TYPOGRAPHY

Interstate-Regular: ABCD abcd 1234 #&!@

Interstate-Bold: ABCD abcd 1234 #&!@

Interstate-False Italic: Created by skewing Interstate-Regular or Bold to 7 degrees.

Use Interstate for title text.

Franklin Gothic Book: ABCD abcd 1234 #&!@

Use Franklin Gothic Book for body copy.

COLOR



BLUE

Print: 93, 62, 6, 0
Web: 0, 101, 169



CYAN

Print: 69, 14, 0, 0
Web: 42, 172, 227



ORANGE

Print: 0, 75, 100, 0
Web: 232, 101, 34



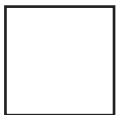
YELLOW

Print: 0, 0, 100, 0
Web: 255, 242, 0



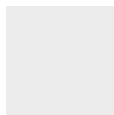
GREEN

Print: 35, 0, 100, 0
Web: 178, 210, 53



WHITE

Print: 0, 0, 0, 0
Web: 255, 255, 255



LIGHT GREY

Print: 7, 5, 5, 0
Web: 235, 235, 235



DARK GREY

Print: 20, 20, 20, 0
Web: 204, 194, 191



BLACK

Print: 0, 0, 0, 100
Web: 0, 0, 0

Use ORANGE, YELLOW, and GREEN secondary as pop or accent colors.

PROJECT INFORMATION AND SOCIAL MEDIA



WEBSITE:

www.go10elpaso.com

<http://www.go10elpaso.com>



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TWITTER:

twitter.com/go10ep

<https://www.twitter.com/go10ep>



FACEBOOK:

[facebook.com/go10elpaso](https://www.facebook.com/Go10EIPaso)

<https://www.facebook.com/Go10EIPaso>



INSTAGRAM:

instagram.com/go10ep

<https://instagram.com/go10ep>



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CONTACT

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