



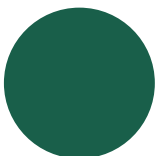
GRAPHIC STANDARDS MANUAL & BRAND IDENTITY

INTRODUCTION

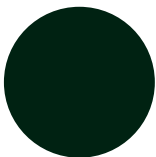
This manual states the specific formalities, usage, rules, and regulations regarding the ABG graphic standards.

COLOR PALETTE

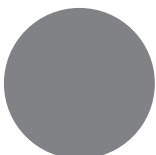
This section explains the specific color palette used for ABG.



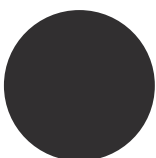
Medium Green
C: 82, M: 31, Y: 69, K: 39
R: 26, G: 95, B: 75



Dark Green
C: 82, M: 19, Y: 69, K: 89
R: 0, G: 37, B: 19



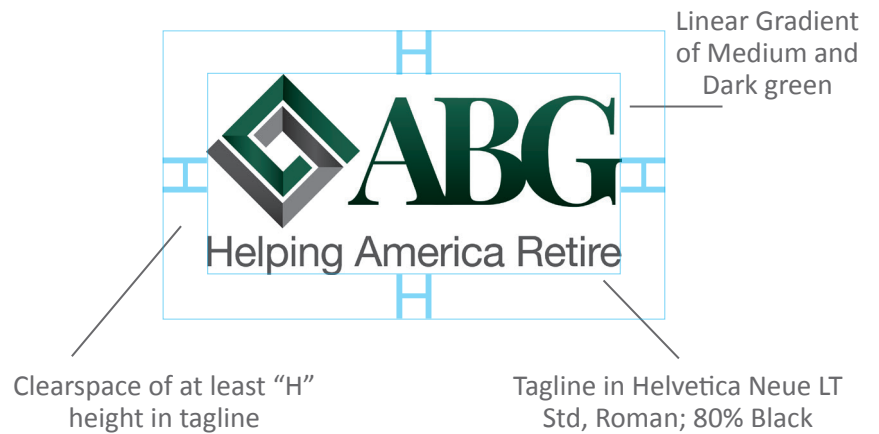
Light Gray
C: 0, M: 0, Y: 0, K: 60
R: 128, G: 130, B: 133



Dark Gray
C: 0, M: 0, Y: 0, K: 95
R: 51, G: 49, B: 50

TREATMENTS

This section explains the fonts, color usage, and clearspace that are used in the company and logo appropriation.



ACCEPTABLE LOGO USAGE

This section explains the various forms of displaying the logo as in what is and is not permitted.



Correct usage

Logo is centered on a white background. Also provided are the black and white versions used correctly.



Incorrect usage

Full colored logo is centered on a colored background.



LOCATION SPECIFICS

This section explains the appropriation of a location used within the logo and tagline.

