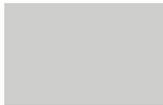


COLOUR PALETTE

An important component in maintaining a cohesive brand image is ensuring that the colour palette remains consistent across all communications.

						
PANTONE 116C R254 G203 B0 C0 M12 Y100 K0	PANTONE 130C R240 G171 B0 C0 M30 Y100 K0	PANTONE 151C R255 G121 B0 C0 M55 Y100 K0	PANTONE 1665C R221 G72 B20 C0 M76 Y100 K0	PANTONE 1935C R195 G0 B69 C1 M100 Y51 K6	PANTONE COOL GREY 11C R77 G79 B83 C48 M36 Y24 K66	PANTONE COOL GREY 5C R178 G180 B179 C15 M9 Y8 K22

LOGO VARIATIONS

The RESOLVE logo exists in three variations: colour, grayscale, and white/knockout (for use on dark backgrounds).

		
COLOUR LOGO	GRAYSCALE LOGO	WHITE/KNOCKOUT LOGO (for use on dark backgrounds)

MINIMUM CLEAR SPACE

The logo must have sufficient space around it. This is known as clear space. The minimum required clear space for the RESOLVE logo is equivalent to the height of the capital letters. Whenever possible, clear space should be increased.



MINIMUM SIZE

The minimum size for the RESOLVE logo width is 4.5cm (128 pixels). This ensures that it can be easily read and identified. The logo should not be presented at any size below this.



LOGO MISUSE

Every logo is a complete, single piece of electronic art. The individual components should never be resized independent of one another. Likewise, the logo should never be stretched or distorted in any manner. Placing the logo on an angle, cutting it off or changing colour is unacceptable.



Do not distort, stretch, or place the logo on an angle.



Do not recolour the logo.



Do not cut off the logo.



Do not use the standard colored logo on dark backgrounds; the white/knockout version must be used instead.



Do not place the logo on a colored background that does not conform to the established RESOLVE colour palette.



Do not lighten or reduce the opacity of the logo.

FONT FAMILY

The Helvetica Neue LT font family is used in all RESOLVE marketing pieces. Where an alternate font must be used, use Helvetica.

Helvetica Neue LT Std: (55 Roman)

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

Helvetica Neue LT Std: (75 Bold)

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789