

ACCELERATED BRANDING — Brand SOLUTIONS Guidelines

Primary

ACCELERATED BRANDING — SOLUTIONS

Horizontal

ACCELERATED BRANDING SOLUTIONS

Alternatives

ACCELERATED
BRANDING —
SOLUTIONS

White
CMYK: 00 00 00 00

ACCELERATED
BRANDING —
SOLUTIONS

Black
CMYK: 00 00 00 100

ACCELERATED BRANDING SOLUTIONS

Horizontal - White
CMYK: 00 00 00 00

ACCELERATED BRANDING SOLUTIONS

Horizontal - Black
CMYK: 00 00 00 100

Usage Guides

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Min. & Max Width

The minimum width is
96px or 1 inch
(at 300 dpi)

There is no maximum
defined size.

Usage Guides



Exclusion Area

Always allow a minimum space around the logo.

Please Do Not (We Thank You!)



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Do not compress, stretch, crop or otherwise
manipulate the logo.



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The following are examples of how the logo
should not be used.



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The logo color should
not be changed or
teturized.



The logo should not be
obscured with a
background.

Colors

Grey

RGB: 50 60 70
HEX: #323C46
CMYK: 80 65 50 45
PMS: 432C

Blue

RGB: 3 78 162
HEX: #034EA2
CMYK: 100 80 00 00
PMS: 2728C

Red

RGB: 103 14 13
HEX: #670E0D
CMYK: 40 100 100 50
PMS: 1815C

Fonts

Bicyclette (Griffin Corporate Font)

Bicyclette Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Morbi libero metus, rhoncus ac tincidunt nec

Bicyclette Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Morbi libero metus, rhoncus ac tincidunt nec

Montserrat (Secondary Font)

Montserrat Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Morbi libero metus, rhoncus ac tincidunt nec

Montserrat Semi-Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Morbi libero metus, rhoncus ac tincidunt nec

Montserrat Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Morbi libero metus, rhoncus ac tincidunt nec