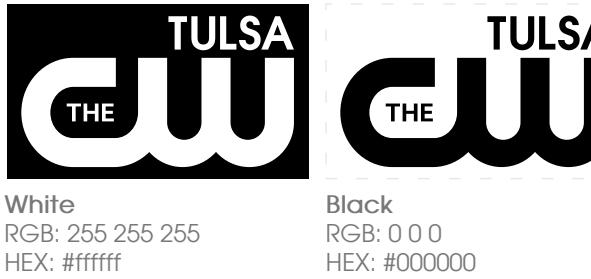


TULSA THE cw Brand Guidelines

Primary



Alternates



Pill Presentation

This is for use by approval only.
Background is for FPO.

Grayscale Presentation



Usage Guides

Min. & Max. Width

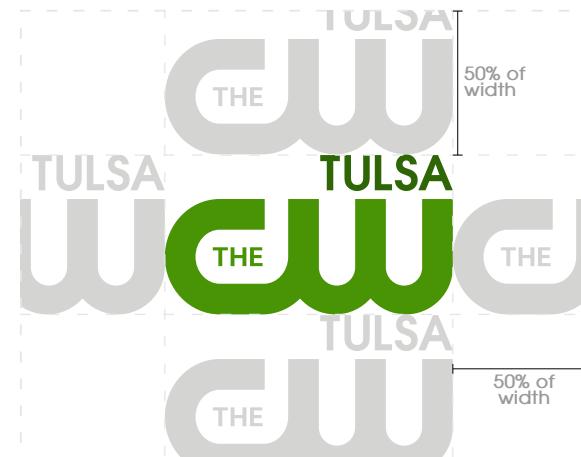
The minimum width is 113px or .375 inches (at 300 dpi).

There is no maximum defined size.

Usage Guides

Exclusion Area

Always allow a minimum space around the logo.



Please Do Not (We thank you!)



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

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



The logo color should not be changed or texturized.



The logo should not be obscured with a background.

Colors



Mid Green

RGB: 99 140 28
HEX: #638C1C
CMYK: 66 26 100 9
PMS 370



Dark Green

RGB: 0 105 55
HEX: #006937
CMYK: 90 33 96 25
PMS 349

Fonts

Avant Garde

(primary CW brand font)

Avant Garde Book

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Avant Garde Book Bold

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

ITC Avant Garde Gothic Demi

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Roboto

(responsive web font only)

Roboto Regular

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Roboto Medium

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Roboto Bold

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.