



## Color Logo (Pantone 158 Orange and 287 Blue) with Tag Line Color Variations



THE **POWER** TO MAKE IT HAPPEN®

- Black with Pantone 158 (orange) “Power”

THE POWER TO MAKE IT HAPPEN®

- All black

THE **POWER** TO MAKE IT HAPPEN®

- Pantone 287 (blue) with Pantone 158 (orange) “Power”

THE POWER TO MAKE IT HAPPEN®

- All Pantone 287 (blue)

---

## One Color Logo Variations are Pantone 287 (blue), Black and White



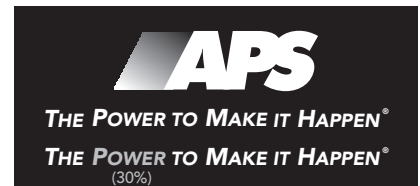
THE POWER TO MAKE IT HAPPEN®

THE POWER TO MAKE IT HAPPEN®  
(50%)



THE POWER TO MAKE IT HAPPEN®

THE POWER TO MAKE IT HAPPEN®  
(30%)



THE POWER TO MAKE IT HAPPEN®

THE POWER TO MAKE IT HAPPEN®  
(30%)

The Pantone 287 (blue) and black logos are for one color printing on a white background. The white logo is for dark or black backgrounds. When creating the white logo in programs that can **NOT** use transparency it will be necessary to create the gradient fill of the polygon by going from 100% white in the lower left corner to ~100% of the background color in the upper right corner using the normal fill angle (56°). The mid-point will vary from 30-35%, or depending on the program and color combination used to create the fill may need to be reversed to 65-70%.

---

## Other Miscellaneous Variations



Solid Pantone 158 (orange) polygon and Pantone 287 (blue) APS for when gradient can not be used

Solid black and white variations for engraving



Color logo on dark **and/or** patterned background with a hard white outline and with a soft white glow (may also use a white box behind/around the logo)

---

Questions? Contact Communications at 602-250-2304