

10 Year Anniversary Logo Usage

Usage Guidelines for Carry The Load Logos:

- Please only use the approved versions contained in this media kit
- Logos can be sized for use in various media, but please keep the dimensions consistent (proportional)

The following logos have been provided:

Logo with tagline and black border for use with light backgrounds



Logo with tagline and white border for use on dark backgrounds



Logo Colors:

Red: C: 10 M: 100 Y: 100 K: 15
R: 189 G: 27 B: 33
PMS: 186c

Blue: C: 100 M: 90 Y: 0 K: 25
R: 24 G: 47 B: 124
PMS: 294c

Black: K: 100
R: 0 G: 0 B: 0

Tagline Font:

Helvetica Neue 77 Bold Condensed

PC-Compatible Font: Helvetica or Arial

If you have any questions about usage, please contact: Matt Fryman

Matt.Fryman@carrytheload.org

One Color Logo with tagline for use on light backgrounds & dark backgrounds



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