

LOGO USE

LOGO IMPROPER USE



DO NOT STRETCH



DO NOT CHANGE COLORS



DO NOT CONDENSE

LOGO CLEAR SPACE

Whenever using the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



FILE FORMATS

The Fratco logo is available in multiple file formats depending on the intended medium. Use the chart as a guide when choosing which file format to use.

	★ Preferred ✓ Acceptable	Offset Printer	Office Printer	Web	On Screen	Apparel	Signage	Video
EPS (CMYK)	★	★					★	✓
EPS (1C/2C)	★				★	★	★	
EPS (Black)	★	★			★	★	★	✓
EPS (White)	★	★			✓	★	★	✓
TIFF (BW)	✓	★					✓	
TIFF (CMYK)	✓	✓						
JPEG (CMYK)			✓					
JPEG (RGB)				✓	✓			✓
JPEG (Black)			✓					
PNG (RGB)					★			★
PNG (White)				✓	★			

TYPEFACE & COLORS

TYPOGRAPHY

GOTHAM BOLD - HEADLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:!?&

GOTHAM MEDIUM - SUB HEADLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:!?&

GOTHAM BOOK - BODY COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:!?&

COLOR PALETTE

PRIMARY



Pantone 1797 C

C - 2 R - 196
M - 98 G - 38
Y - 85 B - 48
K - 7 #C4262E



Pantone Black 6 C

C - 100 R - 17
M - 78 G - 28
Y - 44 B - 36
K - 91 #111C24