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Primary Signature



Primary Lock-up

The primary logo for fivestreet. This version should be first choice for use.

	R	G	B	C	M	Y	K	HEX#	PMS
	73	169	66	70	0	100	9	49A942	362
	35	31	32	0	0	0	100	231F20	Process Black
	84	83	74	0	0	15	82	54534A	Black 7

Secondary Signatures

a



b



a | Gray

In situations where minimal color is needed, the gray version of the logo should be used.

b | Black

To be used when black and white printing is required.

c



(Gray background used for example)

c | Reversed

For use in situations where a reversed version of the logo is necessary.

Spacing



Minimum Boundaries

The signature must be kept clear of all other objects or text. The lines above show the minimum amount of clearance required, in proportion to the mark. Ultimately, the logo must remain legible and not appear crowded by other elements.

Improper Usage



⊘ Do not place the full color logo on a black background.



⊘ Do not place the logo on any color background other than the approved colors.



⊘ Do not place the full color logo on top of a photograph, illustration or pattern.



⊘ Do not apply any effects to the logo.



⊘ Do not reorder the arrangement