Logo Orientation (Only 2 Options)

Pick.Click.Give.

Horizontal

Vertical

Logo Color

CMYK
65/25/98/8

RGB
102/143/63

Pick.Click.Give. Font

Eurostile Regular
Logo Guidelines

Logo Variety

Square | Colored Box

Primary Logo

- **Pick.Click.Give.**
  - Color Collateral
  - Color Collateral
  - B/W Collateral

Use the logo that *clearly displays the logo best.*

Square | Clear Background

Primary Logo

- **Pick.Click.Give.**
  - Color Collateral Only
  - Color and B/W Collateral
  - B/W Collateral Only

The gray box represents image or colored background. Use the logo that *clearly displays the logo best.*
Logo Variety

<table>
<thead>
<tr>
<th>Horizontal</th>
<th>Colored Box</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Logo</td>
<td></td>
</tr>
</tbody>
</table>

Pick.Click.Give. (Color Collateral)  
Pick.Click.Give. (Color Collateral)

Use the logo that **clearly displays the logo best.**

<table>
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Pick.Click.Give. (Color Collateral Only)  
Pick.Click.Give. (Color and B/W Collateral)  
Pick.Click.Give. (B/W Collateral Only)  

The gray box represents image or colored background. Use the logo that **clearly displays the logo best.**