

Color Usage: All Lockups

Consistent use of color is one of the easiest and most effective ways to break through marketing clutter.

Only the authorized colors listed may be utilized for any logo applications in print, broadcast, and digital communications.

The color definitions shown applies to all logo lockups, involving retail and corporate logo applications.

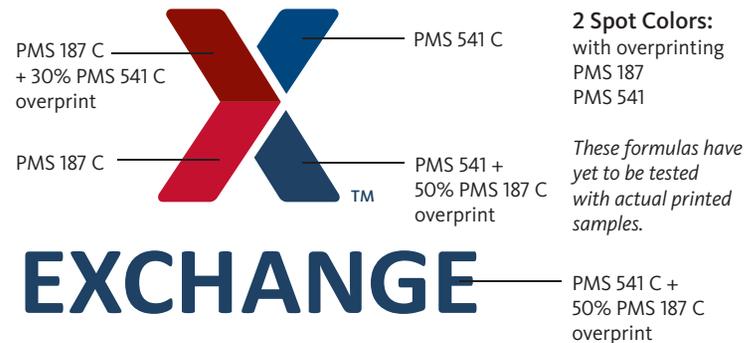
Please note, in exterior signage applications, there will be special circumstances where sacrifices in color standards will be made to adhere to strict local military restrictions. See Section 4 Exterior Signage for more details.

Exchange Brand Color Palette

	Exchange Medium Red Pantone® 187 C C:5 M:100 Y:71 K:22 R:167 G:25 B:48
	Exchange Dark Red Pantone® 188 C C:12 M:95 Y:59 K:54 R:119 G:36 B:50
	Exchange Medium Blue Pantone® 541 C C:100 M:58 Y:9 K:42 R:0 G:63 B:114
	Exchange Dark Blue Pantone® 534 C C:95 M:72 Y:9 K:38 R:38 G:63 B:106
	White

The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Preferred 4 color usage



Preferred Alternate: an overprinting process using 2 spot colors can be utilized to simulate the preferred 4 color logo. This will create a close, but not exact, interpretation of Exchange Dark Blue (PMS 534 C) and Exchange Dark Red (PMS 188 C). This needs to be carefully evaluated when printed.