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# GUIDELINES FOR LOGO USE

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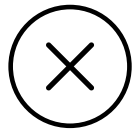








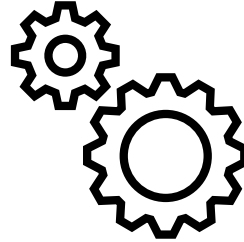
## 7. THE WRONG WAY TO REPRODUCE THE LOGO





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## 8. TECHNICAL INFORMATION



A The logo must be reproduced in one color only:

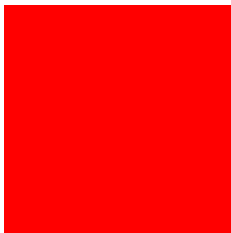


B Where 4-color process is used, the logo may be reproduced with these values:



CMYK:  
Cyan = 0  
Magenta = 100  
Yellow = 100  
Black = 0

C When being used digitally, the logo may be reproduced with these values:



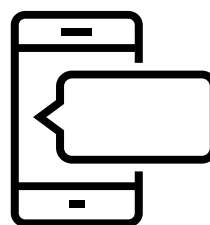
RGB:  
Red = 255  
Green = 0  
Blue = 0

D It is recommended that the accompanying copy uses the font family:  
**GOTHAM**



CONTACT

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