

ANSON LOGO | *Main logomark*

As shown below, the logo should be reproduced in one of the following colors or color combinations: 100% black; 100% PMS 1815 (dark red); 100% PMS 452 (clay) or a combination of PMS 1815 (dark red) and PMS 452 (clay). If the background is too dark to use a color, the logo may also print reversed-out in white or 100% PMS 452. The font for the logo is Janson Text. However, do not type or keystroke “Anson” for use as a logo. Use only the logo provided to ensure consistency. Do not alter the logo in any way.

\*Note: When unexpected circumstances or unique situations seem to call for violating any of these guidelines—let common sense direct you. However, when using these guidelines in a flexible or nuanced way, always keep in mind a respect for the Anson brand, as well as the overall image that these design standards are meant to protect.



100% BLACK



REVERSED OUT WHITE



100% PMS 1815 RED (OR)  
C:0 M:90 Y:100 K:51 RED



100% PMS 1815 RED | PMS 452 CLAY (OR)  
C:0 M:90 Y:100 K:51 RED | C:24 M:18 Y:42 K:0 CLAY

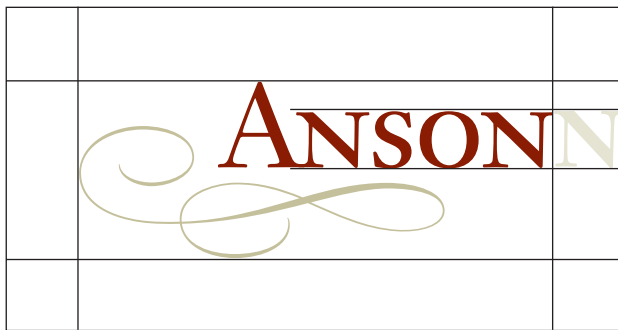


PMS 452 CLAY (OR)  
C:24 M:18 Y:42 K:0 CLAY

\*NOTE: USE THE TWO-COLOR LOGO AS THE PRIMARY LOGO. BE CAREFUL IN USING THE ONE-COLOR PMS 452 LOGO IN APPLICATIONS WHERE THE LOGO NEEDS TO STAND OUT. THE ONE-COLOR PMS 452 LOGO MAY REVERSE OUT OF DARKER COLORS OR BE USED WHEN THE LOGO NEEDS TO PLAY A SECONDARY ROLE.

USING THE SYSTEM | Logo usage: proper space allowed

It is very important that the Anson logo not be crowded when displayed in conjunction with other elements. Use the guidelines listed below as a basis for determining the amount of space and size limitation of the logo.



**CLEAR SPACE:** The clear space around the Anson logo should be at least the width of the “N” in the Anson logo.

There will be minor exceptions to this rule, such as the tighter spacing needed for Anson business cards, or times when type treatments look best tucked beneath the “ON” in the Anson logo. (Example: the *Pop. tbd* on the Anson billboards.)

However, even in these instances, it is important to maintain a certain amount of distance from the logo so as not to confuse or crowd the logo unit itself.



**MINIMUM SIZE:** The minimum size is determined as the smallest size possible before the quality and readability of the logo comes into jeopardy.

USING THE SYSTEM | Logo usage: improper use of logomark

The following section outlines improper use of the Anson logo. When using the Anson logo, adhere to the previous stipulations and take care not to break the guidelines listed below. These are not to be considered the only improper uses of the logo, but instead as examples of or points of reference for improper treatments.

 <p>DO NOT DISTORT VERTICAL OR HORIZONTAL SCALE</p>	 <p>DO NOT SCREEN COLORS. USE ONLY AT 100%</p>
 <p>DO NOT REPLACE TYPE WITH ANOTHER FONT</p>	 <p>WHEN REPRODUCING LOGO IN TWO COLORS, USE ONLY PMS 1815 RED AND 452 CLAY IN THE ORDER SPECIFIED</p>
 <p>USE THE LOGO ONLY AS PROVIDED DO NOT TYPE ANSON</p>	 <p>DO NOT REVERSE LOGO OUT OF A LIGHT COLOR (USE THE BLACK OR PMS 1815 LOGOS)</p>
 <p>DO NOT USE COLORS OTHER THAN BLACK, WHITE AND PMS 1815*</p>	 <p>DO NOT PRINT BLACK OR PMS 1815 LOGOS ON A DARK COLOR. (USE THE WHITE OR PMS 452 LOGOS)</p>

*\*Exception: Single or two-color treatments printed with colors from the Anson palette (when black and PMS 1815 are not available). In this instance, use the darkest of the two available colors. Another exception is the treatment on the Anson billboards (the logo is modified to look as though it is embossed and is actually a version of PMS 127 from the Anson color palette).*

A color palette has been established in keeping with the Anson brand essence. The primary colors of this palette are that of the Anson logo. Most two-color jobs should be printed using a combination of PMS 1815 and PMS 452.

A secondary color palette in a range of colors that reflect warm, earthy tones has been established for use on a variety of applications. A brighter version of the secondary color palette has also been established to use when more attention-grabbing colors are necessary. The use of the brighter versions should be limited and should apply mainly to outdoor signage or more commercial ventures.

#### PRIMARY COLOR PALETTE



C:0 M:90 Y:100 K:51  
PMS 1815C  
PMS 1815U



C:24 M:18 Y:42 K:0  
PMS 452C  
PMS 452U

#### SECONDARY COLOR PALETTE



C:0 M:5 Y:100 K:53  
PMS 620C  
PMS 620U



C:68 M:34 Y:0 K:0  
PMS 279C  
PMS 279U



C:0 M:51 Y:100 K:36  
PMS 724C  
PMS 724U



C:0 M:7 Y:50 K:0  
PMS 127C  
PMS 127U

#### SECONDARY COLOR PALETTE *Brighter Versions*



C:45 M:0 Y:80 K:35  
PMS 7490C  
PMS 7490U



C:40 M:0 Y:5 K:6  
PMS 7458C  
PMS 7458U



C:0 M:91 Y:100 K:23  
PMS 1805C  
PMS 1805U



C:0 M:11 Y:65 K:0  
PMS 128C  
PMS 128U

JANSON TEXT

Display face, modified use  
in logomark, recommended  
for body copy

*Text, Italic, Bold, Bold Italic,  
Roman SC, Italic OSF, Bold  
OSF, Bold Italic OSF*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz***

OCEANSANMM\_475

San-serif option to use in either  
body copy and/or headlines

*310 LT 475 NO, 403 BK 475 NO,  
512 SB 475 NO (and italic versions)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz***

TIMES NEW ROMAN

Recommended default font

*Roman and Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

It is important to keep information as minimal as possible on an outdoor board. The fewer the words, the easier they are to read and retain. A look has been developed for Anson signage that is flexible, as the size of boards and information may vary slightly. An example of the basic formula and look is displayed below. Keep the information on the main board minimal, preferably just the Anson logo and, perhaps, one more line of copy. All contact information and further description should go on the extension. However, do not add more elements than that which is displayed below, as information will become too small to read at a distance.

