

CREATIVE

A D

A D C R E A T I V E G R O U P . C O M

Range

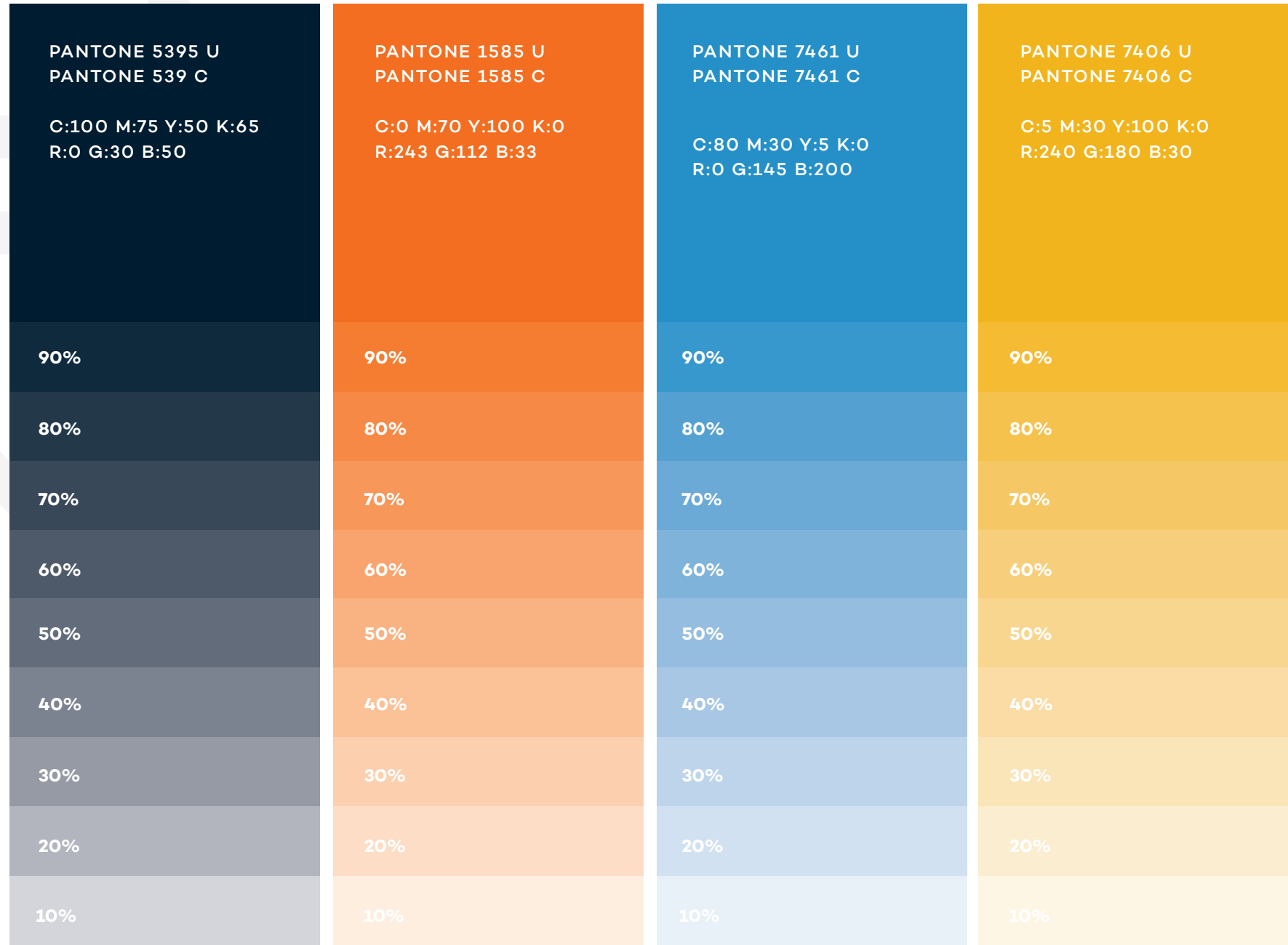
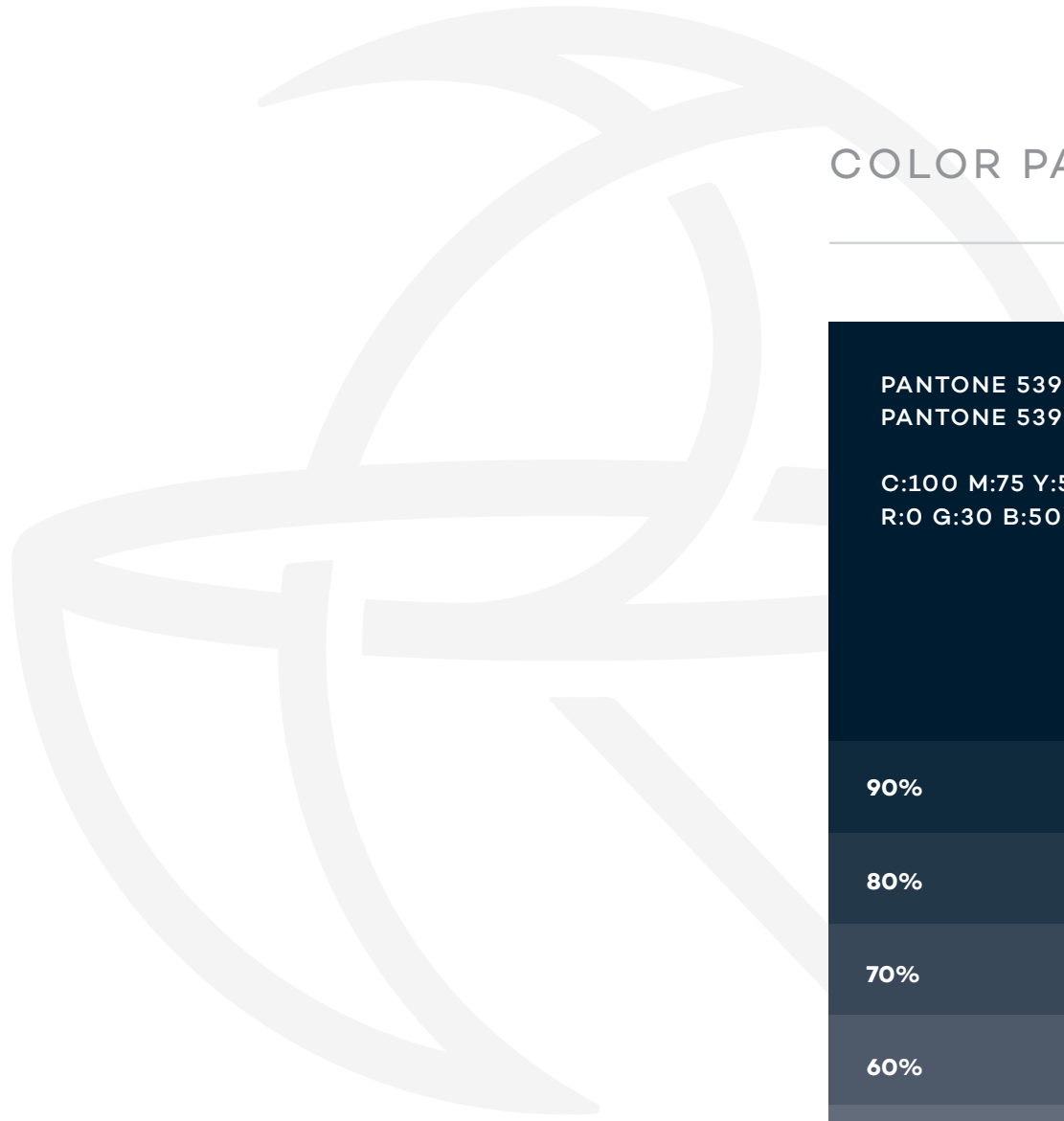
LOGO
STANDARDS

CREATIVE GROUP



RANGE

COLOR PALETTE



A D

PRIMARY STACKED



CMYK: ● C:100 M:75 Y:50 K:65 / ● C:0 M:70 Y:100 K:0 / ● C:80 M:30 Y:5 K:0 / ● C:5 M:30 Y:100 K:0
RGB: ● R:0 G:30 B:50 / ● R:243 G:112 B:33 / ● R:0 G:145 B:200 / ● R:240 G:180 B:30
PANTONE UNCOATED: ● PMS 5395 U / ● PMS 1585 U / ● PMS 7461 U / ● PMS 7406 U
PANTONE COATED: ● PMS 539 C / ● PMS 1585 C / ● PMS 7461 C / ● PMS 7406 C



1 COLOR DARK BLUE
CMYK: C:100 M:75 Y:50 K:65 RGB: R:0 G:30 B:50
PANTONE U: PMS 5395 U PANTONE C: PMS 539 C



1 COLOR ORANGE
CMYK: C:0 M:70 Y:100 K:0 RGB: R:243 G:112 B:33
PANTONE U: PMS 1585 U PANTONE C: PMS 1585 C



1 COLOR LIGHT BLUE
CMYK: C:80 M:30 Y:5 K:0 RGB: R:0 G:145 B:200
PANTONE U: PMS 7461 U PANTONE C: PMS 7461 C



1 COLOR YELLOW
CMYK: C:5 M:30 Y:100 K:0 RGB: R:240 G:180 B:30
PANTONE U: PMS 7406 U PANTONE C: PMS 7406 C



1 COLOR BLACK
CMYK: C:0 M:0 Y:0 K:100 RGB: R:0 G:0 B:0
PANTONE U: PMS BLACK U PANTONE C: PMS BLACK C



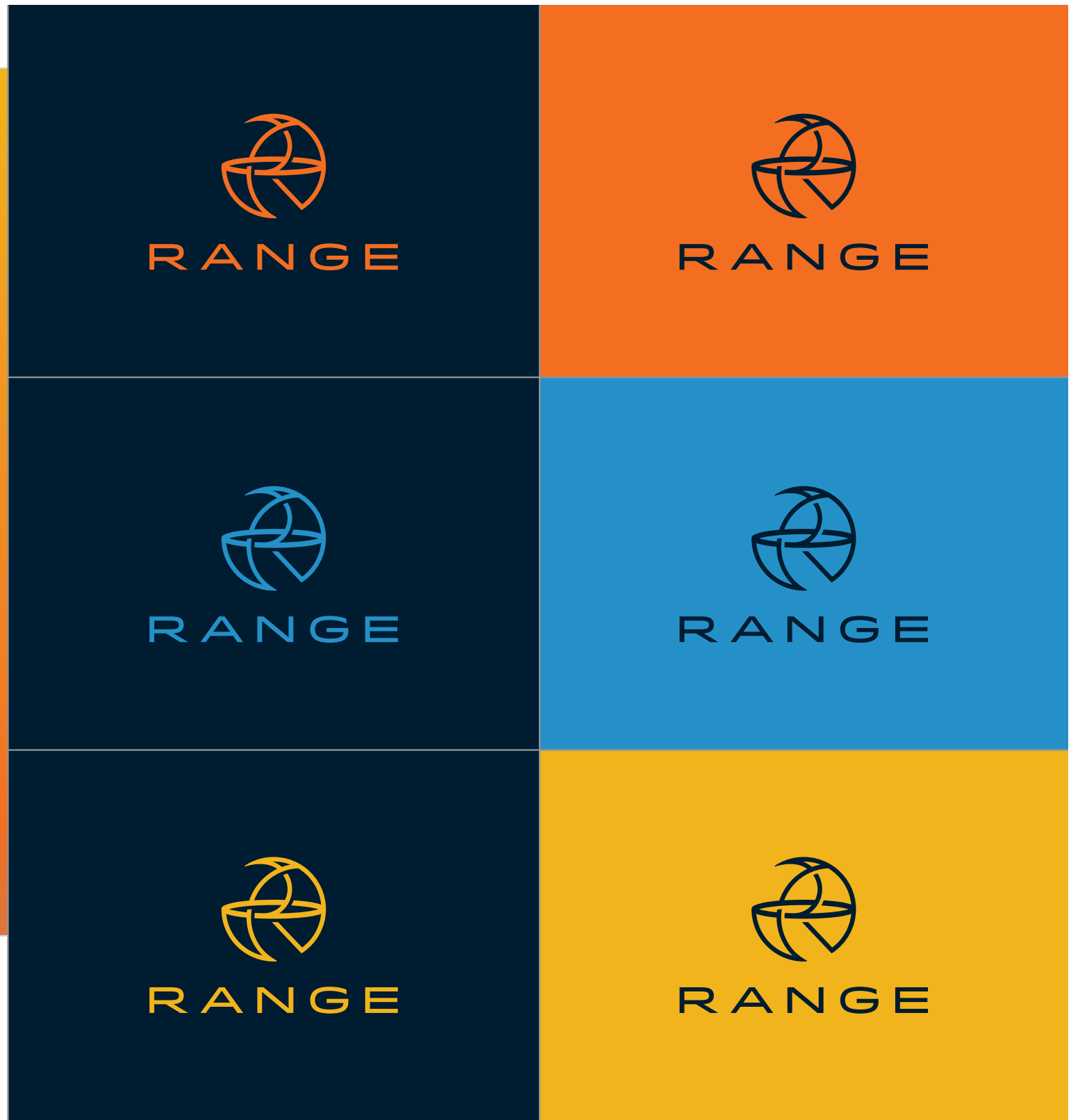
FULL COLOR REVERSED



1 COLOR WHITE

A D

PRIMARY STACKED *Reversed*



CMYK: ● C:100 M:75 Y:50 K:65 / ● C:0 M:70 Y:100 K:0 / ● C:80 M:30 Y:5 K:0 / ● C:5 M:30 Y:100 K:0
RGB: ● R:0 G:30 B:50 / ● R:243 G:112 B:33 / ● R:0 G:145 B:200 / ● R:240 G:180 B:30
PANTONE UNCOATED: ● PMS 5395 U / ● PMS 1585 U / ● PMS 7461 U / ● PMS 7406 U
PANTONE COATED: ● PMS 539 C / ● PMS 1585 C / ● PMS 7461 C / ● PMS 7406 C

A D

PRIMARY HORIZONTAL



CMYK: ● C:100 M:75 Y:50 K:65 / ● C:0 M:70 Y:100 K:0 / ● C:80 M:30 Y:5 K:0 / ● C:5 M:30 Y:100 K:0
RGB: ● R:0 G:30 B:50 / ● R:243 G:112 B:33 / ● R:0 G:145 B:200 / ● R:240 G:180 B:30
PANTONE UNCOATED: ● PMS 5395 U / ● PMS 1585 U / ● PMS 7461 U / ● PMS 7406 U
PANTONE COATED: ● PMS 539 C / ● PMS 1585 C / ● PMS 7461 C / ● PMS 7406 C



1 COLOR DARK BLUE
CMYK: C:100 M:75 Y:50 K:65 RGB: R:0 G:30 B:50
PANTONE U: PMS 5395 U PANTONE C: PMS 539 C



1 COLOR ORANGE
CMYK: C:0 M:70 Y:100 K:0 RGB: R:243 G:112 B:33
PANTONE U: PMS 1585 U PANTONE C: PMS 1585 C



1 COLOR LIGHT BLUE
CMYK: C:80 M:30 Y:5 K:0 RGB: R:0 G:145 B:200
PANTONE U: PMS 7461 U PANTONE C: PMS 7461 C



1 COLOR YELLOW
CMYK: C:5 M:30 Y:100 K:0 RGB: R:240 G:180 B:30
PANTONE U: PMS 7406 U PANTONE C: PMS 7406 C



1 COLOR BLACK
CMYK: C:0 M:0 Y:0 K:100 RGB: R:0 G:0 B:0
PANTONE U: PMS BLACK U PANTONE C: PMS BLACK C



FULL COLOR REVERSED



1 COLOR WHITE

A D

PRIMARY HORIZONTAL *Reversed*



CMYK: ● C:100 M:75 Y:50 K:65 / ● C:0 M:70 Y:100 K:0 / ● C:80 M:30 Y:5 K:0 / ● C:5 M:30 Y:100 K:0
RGB: ● R:0 G:30 B:50 / ● R:243 G:112 B:33 / ● R:0 G:145 B:200 / ● R:240 G:180 B:30
PANTONE UNCOATED: ● PMS 5395 U / ● PMS 1585 U / ● PMS 7461 U / ● PMS 7406 U
PANTONE COATED: ● PMS 539 C / ● PMS 1585 C / ● PMS 7461 C / ● PMS 7406 C

A D

SECONDARY STACKED



CMYK: ● C:100 M:75 Y:50 K:65 / ● C:0 M:70 Y:100 K:0 / ● C:80 M:30 Y:5 K:0 / ● C:5 M:30 Y:100 K:0
RGB: ● R:0 G:30 B:50 / ● R:243 G:112 B:33 / ● R:0 G:145 B:200 / ● R:240 G:180 B:30
PANTONE UNCOATED: ● PMS 5395 U / ● PMS 1585 U / ● PMS 7461 U / ● PMS 7406 U
PANTONE COATED: ● PMS 539 C / ● PMS 1585 C / ● PMS 7461 C / ● PMS 7406 C



1 COLOR DARK BLUE
CMYK: C:100 M:75 Y:50 K:65 RGB: R:0 G:30 B:50
PANTONE U: PMS 5395 U PANTONE C: PMS 539 C



1 COLOR ORANGE
CMYK: C:0 M:70 Y:100 K:0 RGB: R:243 G:112 B:33
PANTONE U: PMS 1585 U PANTONE C: PMS 1585 C



1 COLOR LIGHT BLUE
CMYK: C:80 M:30 Y:5 K:0 RGB: R:0 G:145 B:200
PANTONE U: PMS 7461 U PANTONE C: PMS 7461 C



1 COLOR YELLOW
CMYK: C:5 M:30 Y:100 K:0 RGB: R:240 G:180 B:30
PANTONE U: PMS 7406 U PANTONE C: PMS 7406 C



1 COLOR BLACK
CMYK: C:0 M:0 Y:0 K:100 RGB: R:0 G:0 B:0
PANTONE U: PMS BLACK U PANTONE C: PMS BLACK C



FULL COLOR REVERSED



1 COLOR WHITE

A D

SECONDARY STACKED *Reversed*



CMYK: ● C:100 M:75 Y:50 K:65 / ● C:0 M:70 Y:100 K:0 / ● C:80 M:30 Y:5 K:0 / ● C:5 M:30 Y:100 K:0
RGB: ● R:0 G:30 B:50 / ● R:243 G:112 B:33 / ● R:0 G:145 B:200 / ● R:240 G:180 B:30
PANTONE UNCOATED: ● PMS 5395 U / ● PMS 1585 U / ● PMS 7461 U / ● PMS 7406 U
PANTONE COATED: ● PMS 539 C / ● PMS 1585 C / ● PMS 7461 C / ● PMS 7406 C

A D

SECONDARY HORIZONTAL



CMYK: ● C:100 M:75 Y:50 K:65 / ● C:0 M:70 Y:100 K:0 / ● C:80 M:30 Y:5 K:0 / ● C:5 M:30 Y:100 K:0
RGB: ● R:0 G:30 B:50 / ● R:243 G:112 B:33 / ● R:0 G:145 B:200 / ● R:240 G:180 B:30
PANTONE UNCOATED: ● PMS 5395 U / ● PMS 1585 U / ● PMS 7461 U / ● PMS 7406 U
PANTONE COATED: ● PMS 539 C / ● PMS 1585 C / ● PMS 7461 C / ● PMS 7406 C



1 COLOR DARK BLUE
CMYK: C:100 M:75 Y:50 K:65 RGB: R:0 G:30 B:50
PANTONE U: PMS 5395 U PANTONE C: PMS 539 C



1 COLOR ORANGE
CMYK: C:0 M:70 Y:100 K:0 RGB: R:243 G:112 B:33
PANTONE U: PMS 1585 U PANTONE C: PMS 1585 C



1 COLOR LIGHT BLUE
CMYK: C:80 M:30 Y:5 K:0 RGB: R:0 G:145 B:200
PANTONE U: PMS 7461 U PANTONE C: PMS 7461 C



1 COLOR YELLOW
CMYK: C:5 M:30 Y:100 K:0 RGB: R:240 G:180 B:30
PANTONE U: PMS 7406 U PANTONE C: PMS 7406 C



1 COLOR BLACK
CMYK: C:0 M:0 Y:0 K:100 RGB: R:0 G:0 B:0
PANTONE U: PMS BLACK U PANTONE C: PMS BLACK C



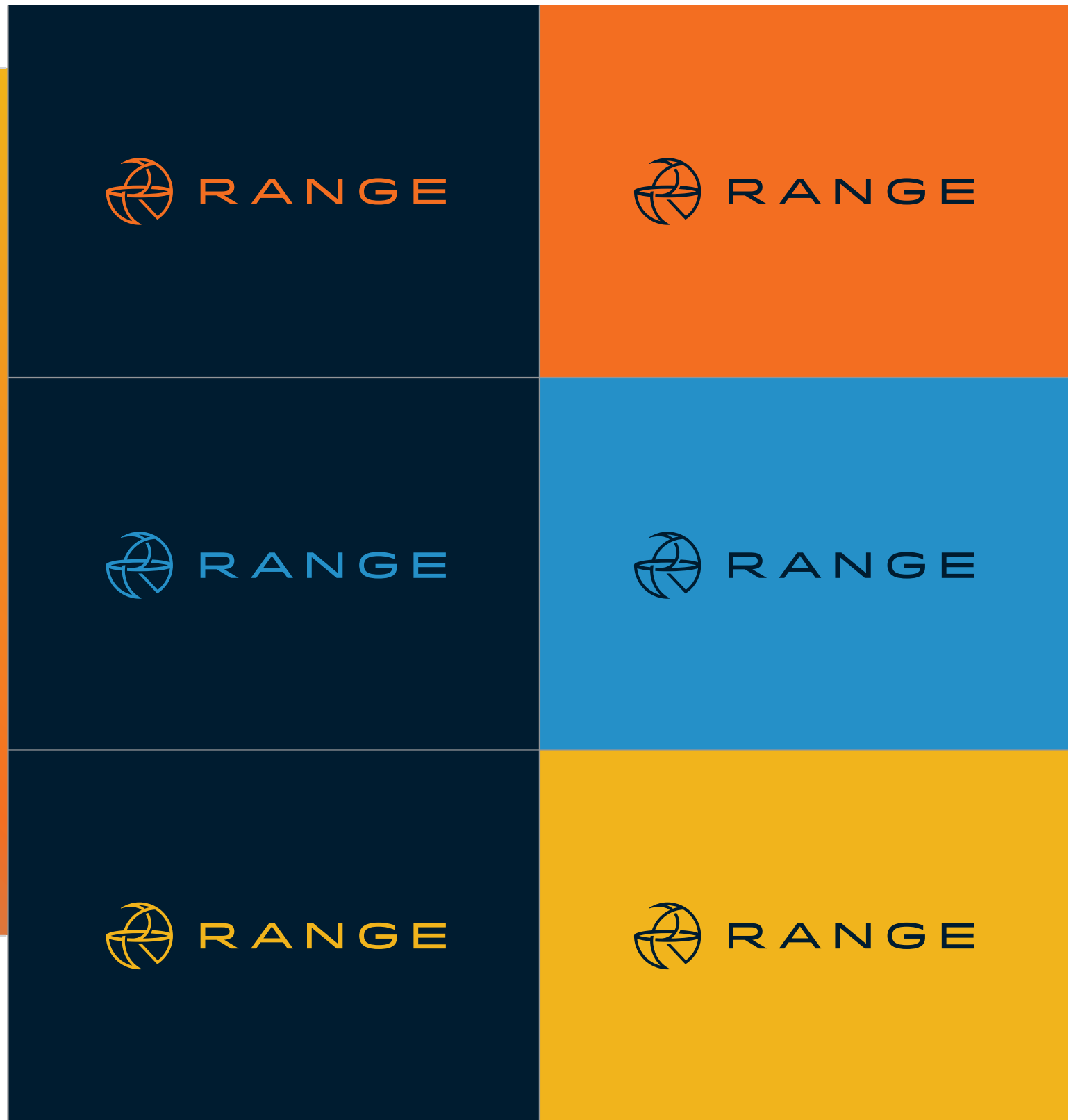
FULL COLOR REVERSED



1 COLOR WHITE

A D

SECONDARY HORIZONTAL *Reversed*



CMYK: ● C:100 M:75 Y:50 K:65 / ● C:0 M:70 Y:100 K:0 / ● C:80 M:30 Y:5 K:0 / ● C:5 M:30 Y:100 K:0
RGB: ● R:0 G:30 B:50 / ● R:243 G:112 B:33 / ● R:0 G:145 B:200 / ● R:240 G:180 B:30
PANTONE UNCOATED: ● PMS 5395 U / ● PMS 1585 U / ● PMS 7461 U / ● PMS 7406 U
PANTONE COATED: ● PMS 539 C / ● PMS 1585 C / ● PMS 7461 C / ● PMS 7406 C

A D

ICON



CMYK: ● C:100 M:75 Y:50 K:65 / ● C:0 M:70 Y:100 K:0 / ● C:80 M:30 Y:5 K:0 / ● C:5 M:30 Y:100 K:0
RGB: ● R:0 G:30 B:50 / ● R:243 G:112 B:33 / ● R:0 G:145 B:200 / ● R:240 G:180 B:30
PANTONE UNCOATED: ● PMS 5395 U / ● PMS 1585 U / ● PMS 7461 U / ● PMS 7406 U
PANTONE COATED: ● PMS 539 C / ● PMS 1585 C / ● PMS 7461 C / ● PMS 7406 C



1 COLOR DARK BLUE
CMYK: C:100 M:75 Y:50 K:65 **RGB:** R:0 G:30 B:50
PANTONE U: PMS 5395 U **PANTONE C:** PMS 539 C



1 COLOR ORANGE
CMYK: C:0 M:70 Y:100 K:0 **RGB:** R:243 G:112 B:33
PANTONE U: PMS 1585 U **PANTONE C:** PMS 1585 C



1 COLOR LIGHT BLUE
CMYK: C:80 M:30 Y:5 K:0 **RGB:** R:0 G:145 B:200
PANTONE U: PMS 7461 U **PANTONE C:** PMS 7461 C



1 COLOR YELLOW
CMYK: C:5 M:30 Y:100 K:0 **RGB:** R:240 G:180 B:30
PANTONE U: PMS 7406 U **PANTONE C:** PMS 7406 C



1 COLOR BLACK
CMYK: C:0 M:0 Y:0 K:100 **RGB:** R:0 G:0 B:0
PANTONE U: PMS BLACK U **PANTONE C:** PMS BLACK C



FULL COLOR REVERSED

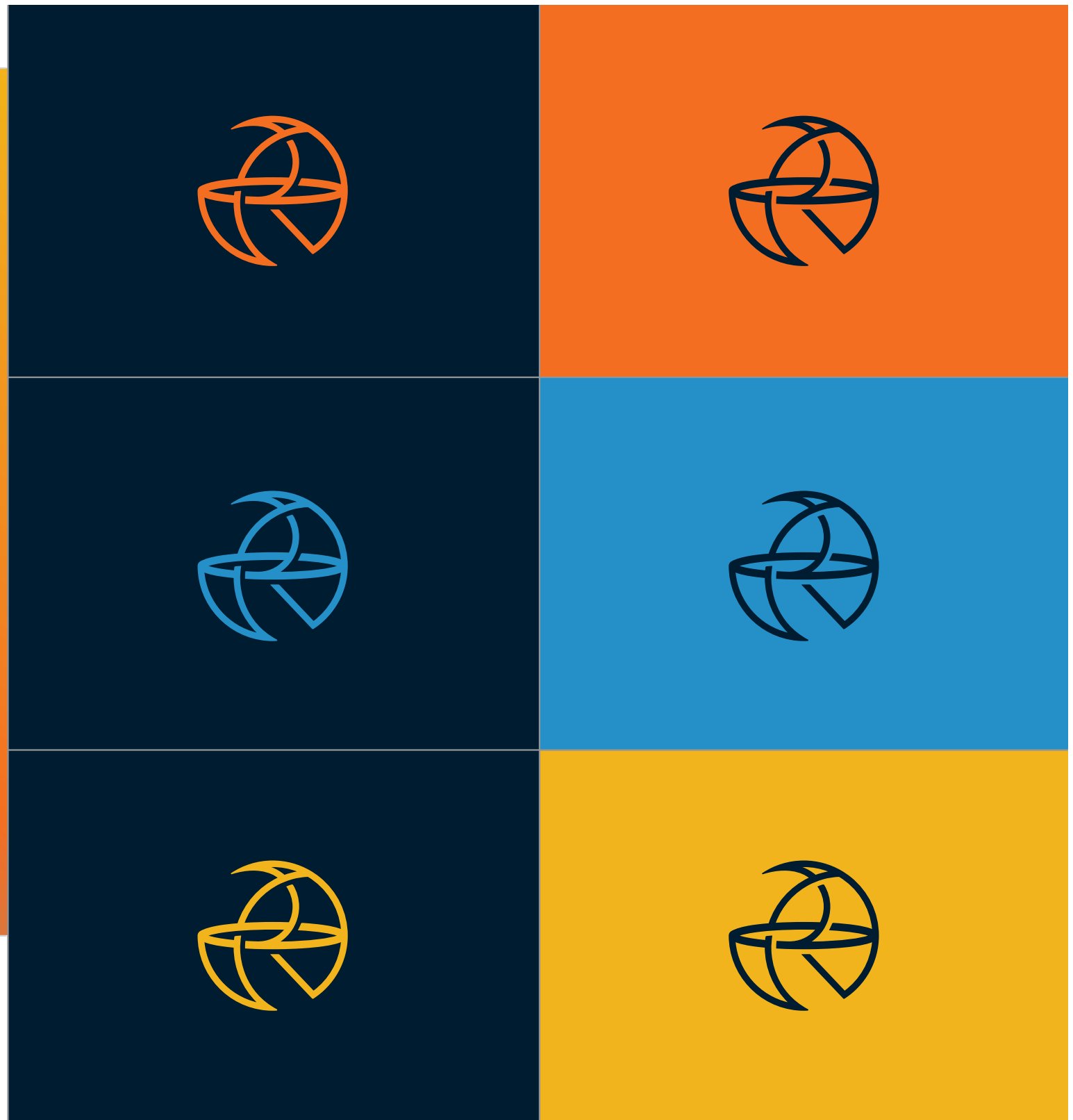


1 COLOR WHITE

A

D

ICON *Reversed*



CMYK: ● C:100 M:75 Y:50 K:65 / ● C:0 M:70 Y:100 K:0 / ● C:80 M:30 Y:5 K:0 / ● C:5 M:30 Y:100 K:0
RGB: ● R:0 G:30 B:50 / ● R:243 G:112 B:33 / ● R:0 G:145 B:200 / ● R:240 G:180 B:30
PANTONE UNCOATED: ● PMS 5395 U / ● PMS 1585 U / ● PMS 7461 U / ● PMS 7406 U
PANTONE COATED: ● PMS 539 C / ● PMS 1585 C / ● PMS 7461 C / ● PMS 7406 C