



AMERICA'S CUTTING EDGE BRAND GUIDELINES

PRIMARY LOGO - EXTENDED



PRIMARY LOGO (WITH GUIDES)



FONTS

GOTHAM HTF BLACK

Gotham HTF Bold

Gotham HTF Book

STACKED



COLOR PALETTE

ACE BLUE

CMYK

100 95 26 23

RGB

35 43 101

Hex

#232B65

SECONDARY



ACE RED

CMYK

5 100 100 1

RGB

223 31 38

Hex

#DF1F26

WORDMARK



MARK





AMERICA'S CUTTING EDGE

BRAND GUIDELINES

PRIMARY LOGO | REVERSE



STACKED | REVERSE



SECONDARY | REVERSE



WORDMARK | REVERSE



MARK | REVERSE



DO NOT ROTATE THE LOGO



DO NOT DISTORT THE LOGO



DO NOT CHANGE THE LOGO COLORS



DO NOT ADD ANY DROP SHADOWS TO THE LOGO

