BLATTNER COMPANY BRAND GUIDELINES

IMPORTANCE OF IDENTITY

Whenever possible, present the Blattner Company logo in a full-color format.

Reversed (white) versions of the logo are to be used only when necessary.

Do not redraw, reposition or modify the logos in any way. Use original art to ensure high-quality reproduction. Use the AI or PDF formats provided to reduce or enlarge the logo without a loss in quality. The RGB AI or PDF should only be used for digital or web use.

File formats provided are: .AI .PDF .JPG .PNG

LOGO CLEAR SPACE REQUIREMENTS

The space surrounding the identity must equal the height of the B, as illustrated in the diagram. Other graphic elements or text must not intrude.

MINIMUM SIZE REQUIREMENTS

The sizes below reflect the minimum size requirements for the logo. Please use your best judgment when sizing logos on large-format graphics.

LOGO MISUSE

Do not redraw, reposition, recolor or modify the logos in any way. Use vector format to ensure high-quality reproduction.

TYPOGRAPHY

HEADLINE FONT
GOTHAM BOLD
ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@%#-=+

SUBHEADS & BODY COPY
Gotham Book
ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@%#-=+

COLOR

PANTONE 7462
C100 M70 Y22 K6
R0 G85 B137
HTML #02568a

BLACK
C0 M0 Y0 K100
R0 G0 B0
HTML #000000