

GO CAMPAIGN STYLE GUIDE

Campaign Design Sample



Primary color palette



PMS 368 PMS 163 Cool Gray 9 PMS 279

Supporting color palette



50% of PMS 368 50% of PMS 163 50% of Cool Gray 9 50% of PMS 279

Campaign design characteristics:

The GO campaign reflects a sense of freedom and empowerment. This is visually expressed through a clear blue sky, strong concise statements, and a fresh color palette.

Fonts: Helvetica Neue Family (OTF)

Example at left uses 85 Heavy and 95 Black

Headlines are Helvetica Neue 85 Heavy (94% horizontal scaling)

Subheads are Helvetica Neue 95 Black (100% horizontal scaling)

Drop shadow may be used with these settings:

Opacity 35% ; Angle 107; X offset 0p1.924; Y offset 0p6.292; size 0p4.5



Campaign icon: GO!

Color: PMS 368; r122g193b67; c57m0y99k0

Do not produce in any other colors.

Vector file and hi-res jpeg versions provided.

Campaign icon: 3-D version

Color: PMS 368; r122g193b67; c57m0y99k0

Do not produce in any other colors.

Vector file and hi-res jpeg versions provided.



Campaign icon: blue sky with clouds

Hi-res image provided. Use as needed.

Obtain approval before changing.



Campaign icon: the Peach Pass

Drop shadow (35% max) may be used.

Vector file and hi-res jpeg versions provided.