

HEALTHY ARIZONA WORKSITES PROGRAM LOGO STANDARDS GUIDE

PRIMARY LOGO



SAFE ZONES

The **grey** space surrounding the logo indicates **Clear Space**. This grey area must remain free of other elements. The minimum required clear space is defined by the measurement of one iconic head space in any direction.

COLORS

C100 M100 Y4 K1
R47 G48 B139
#2F308B

C8 M23 Y100 K0
R236 G191 B29
#ECBF1D

ALTERNATE USE

ACCEPTABLE



UNACCEPTABLE



Don't change elements



Don't change fonts/color



Don't rotate



Don't distort

FONTS

Helvetica Neue LT Std 35 Thin
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue LT Std 67 Medium Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue LT Std 75 Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890