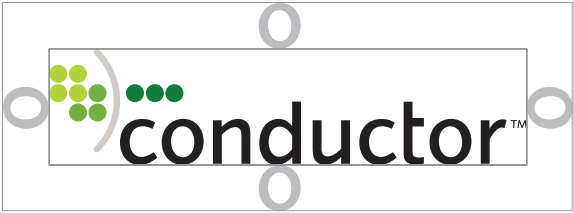


# Logo

The Conductor logo should always be "inoculated" from other copy or art elements. To implement this, whenever it's possible, isolate the Conductor logo from other copy or art elements by creating an empty zone all around it of at least the distance indicated by the "O" in Conductor (see diagram).

Whenever possible, the Conductor logo should appear on a white background.

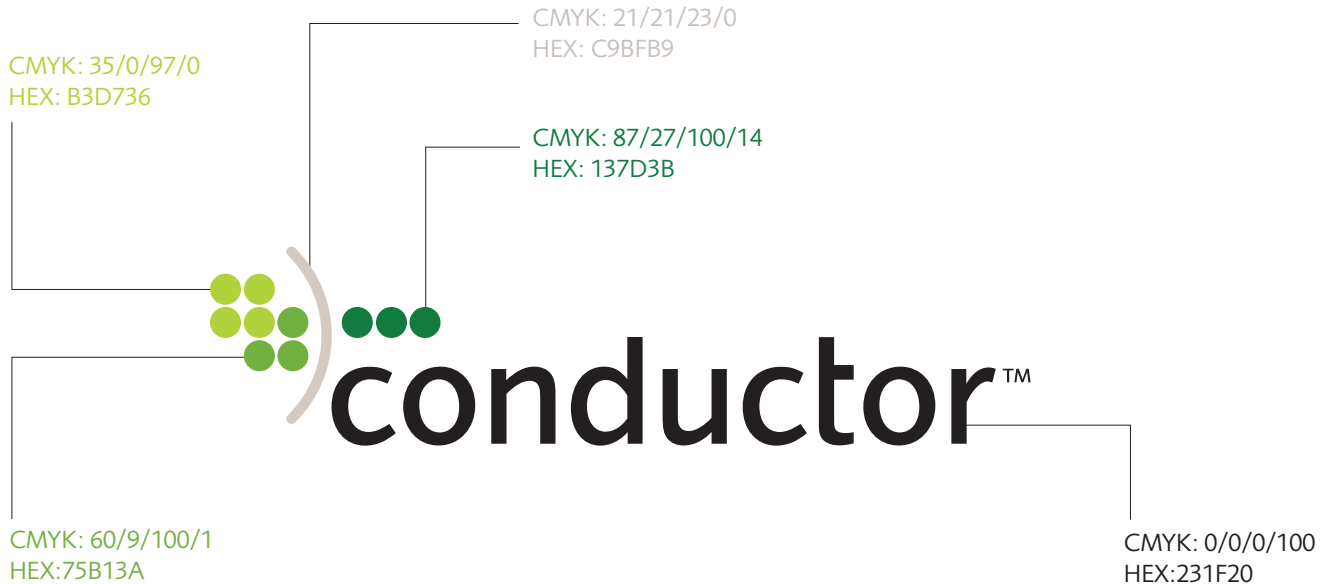


Empty zone all around the logo of at least the distance indicated by "O" in "Conductor".

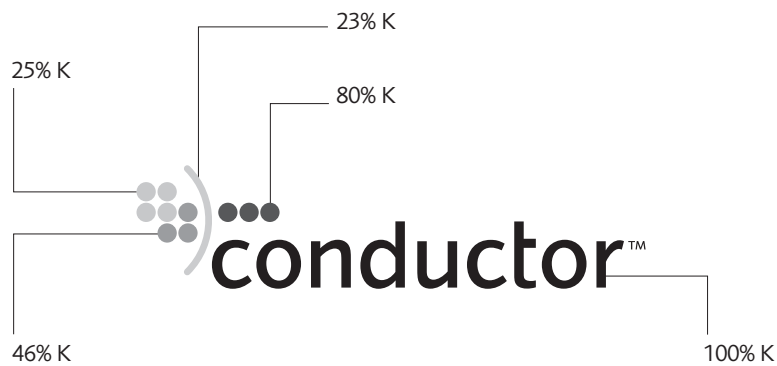
## Color Breakdown

The color palette for the Conductor logo is indicated below for both offset and digital printing, as well as for Web use. Colors are described in their CMYK and hexadecimal formulations.

### Color



### Black & White



### KO



# Typography

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Conductor's branding typeface is Foundry Sans. Foundry Sans' modern feel and distinctive personality provide Conductor with strong visual recognition throughout its materials. Just like the logo and color palette, Foundry Sans is a vital element of Conductor's brand design. For body copy, use Foundry Sans in all cases possible.

## Logo/Branding Font

Foundry Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

*Foundry Sans Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789*

Foundry Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Foundry Sans Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Foundry Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789**

## Web and Microsoft Office Suite

Verdana Regular

abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz 0123456789

*Verdana Italic*

*abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz 0123456789*

**Verdana Bold**

**abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
0123456789**

***Verdana Bold Italic***

***abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
0123456789***

# Color Palette

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The color palette below describes all Conductor branding colors in their CMYK and hexadecimal formulations. Avoid using any other colors as dominant, secondary or tertiary design elements in Conductor communications.

## Primary/ Logo palette



CMYK: 0/ 0/ 0/ 100  
HEX:231F20



CMYK: 87/ 27/ 100/ 14  
HEX: 137D3B



CMYK: 60/ 9/ 100/ 1  
HEX:75B13A



CMYK: 35/ 0/ 97/ 0  
HEX: B3D736



CMYK: 21/ 21/ 23/ 0  
HEX: C9BFB9