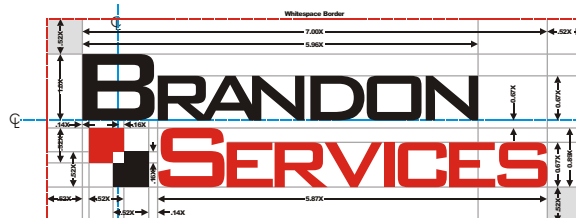## How to use the our logo artwork

Brandon Services believes that its graphic identity is sufficiently important to its continuing success to be professionally planned and managed in order to achieve a level of public recognition that is both consistent and positive. As the signature of the company, it is important that the size and position relationships of the logotype and the symbol within each logo remain fixed and constant. That is why it is imperative that whenever Brandon Services' logo is required, artwork provided by the company must be used, as is, and without any alterations to the graphics other than normal scaling. Never try to recreate the logo using the Icon graphic and any font.

The logo can only be reproduced in a limited number of colors: red, white, and black using either spot color, CMYK, RGB or Hex color models. Reversed logos can only be used on a white stock or background in order to adhere to these standards.
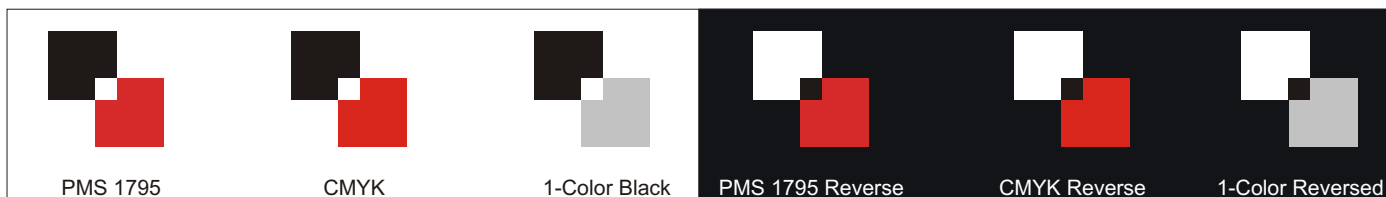
Brandon Services' icon may be used as a decorative element in the colors shown below. When placing the graphic, please pay attention to the white space boundary identified in the proportions graphic above, expressed as 100% of the one of the icon squares height. No object or text element can intrude into the whitespace boundary without approval of

## The Logo Proportions:.



## Brandon Services Icon:

The Icon graphic may only be printed in red, black or gray when representing Brandon Services. There are no exceptions.



| PMS 1795 | CMYK | 1-Color Black | PMS 1795 Reverse | CMYK Reverse | 1-Color Reversed |

## Red and Black logo:

Red and black is the standard format for the logo. Red is either PMS 1795, C0 M100 Y100 K0, R204 G34 B42 or Hex #ED1C24.
For 4-color printing, use Extra black or C75 M68 Y67 K90.



## One-Color Black logo:

1-color black, use this graphic for 1-color printing, letters, memos, fax covers or whenever the final will be printed on a laser printer. Black is 100%K and gray is 20%K.



## Red and White logo:

Red and white, use this graphic over black or dark colors. Red is either PMS 1785 or C0 M100 Y100 K0, R215 G42 B41 or Hex #ED1C24, always printed on white stock. Electronically, use white as either R255 G255 B255 or Hex FFFFFF.



## Reversed logo:

All white, use this graphic over black or dark colors in either printing or electronic documents. Electronically, use white as either R255 G255 B255 or Hex FFFFFF.



Please use the appropriate logo for color, black & white printing or electronic presentations. If printed in black & white, the red version of the logo will appear as a gray, counter to the corporate color standards. For information or help on using these logos and other corporate graphics, contact Brandon Services at 949.735.0101.