



# Branding Guidelines

2019



2 in.



1 in.



0.625 in.

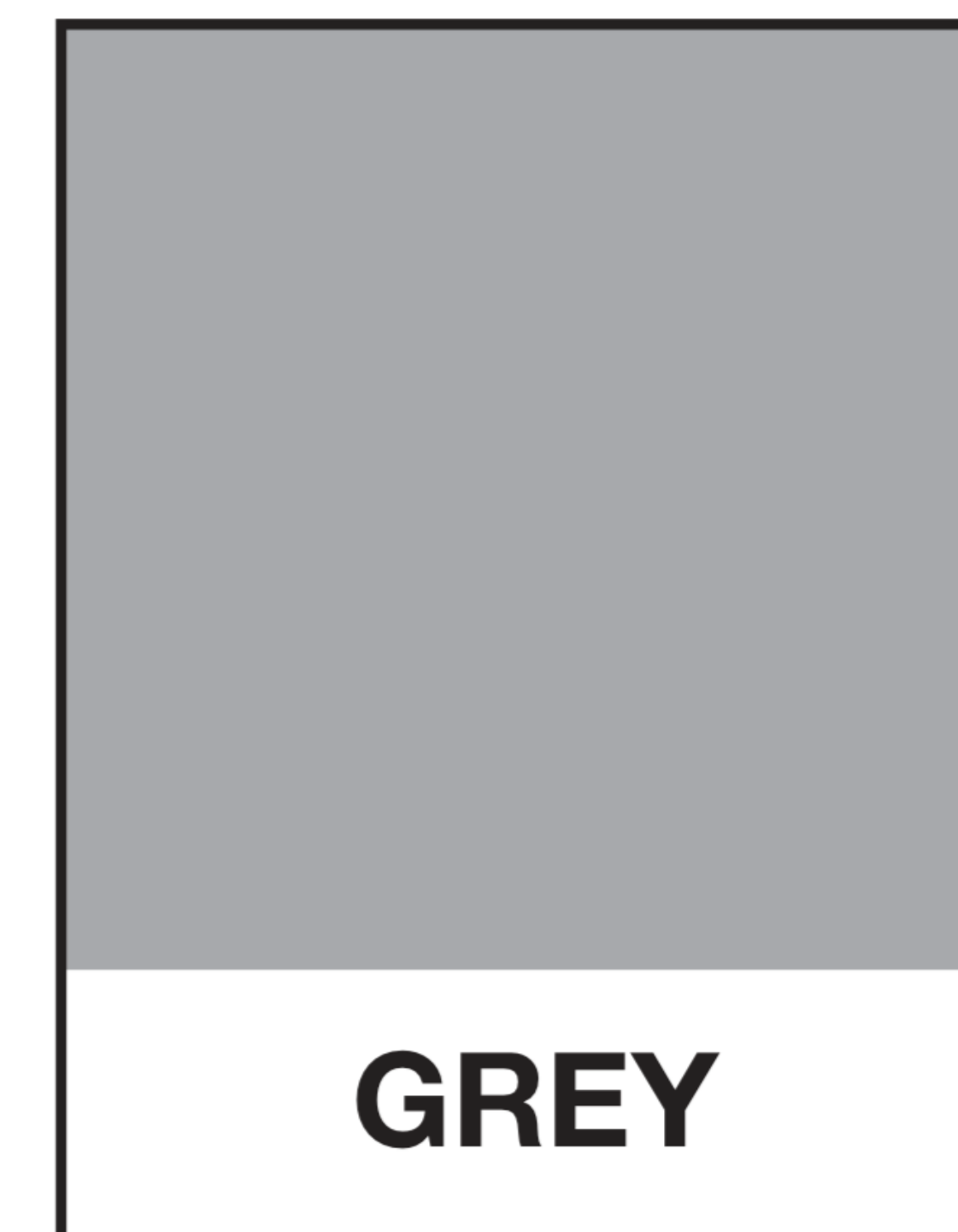
The minimum width of the FlatRate logo is equal to 0.625 inch



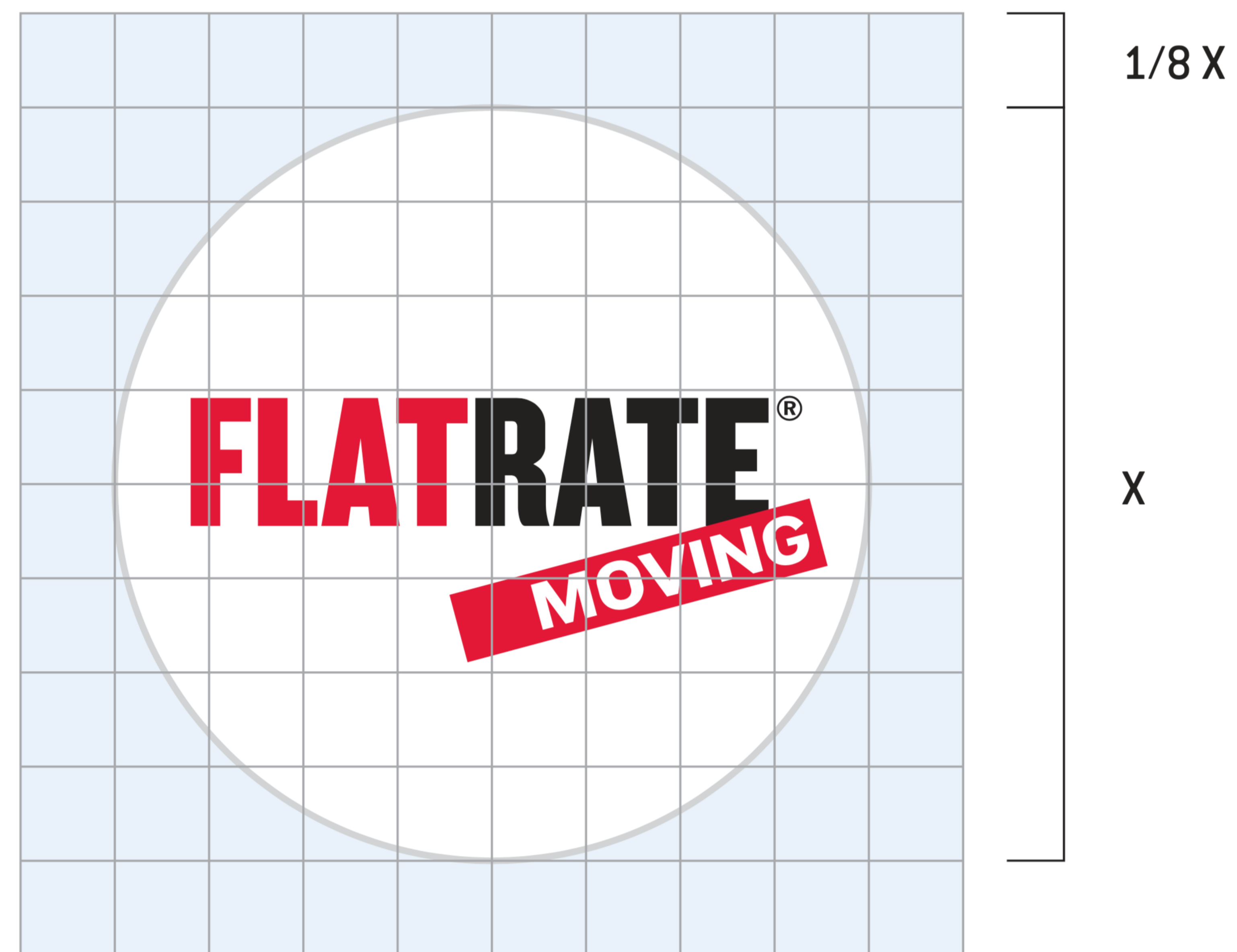
CMYK: 0-100-81-4  
RGB: 227-25-55  
WEB: E3-19-37



CMYK: 0-0-0-100  
RGB: 35-31-32  
WEB: 23-1F-20



CMYK: 0-0-0-40  
RGB: 153-153-153  
WEB: 99-99-99



Generally, the logo should be separated from other elements to maintain the legibility and integrity of the logo form. The amount of the clear space should be proportional to the logo.

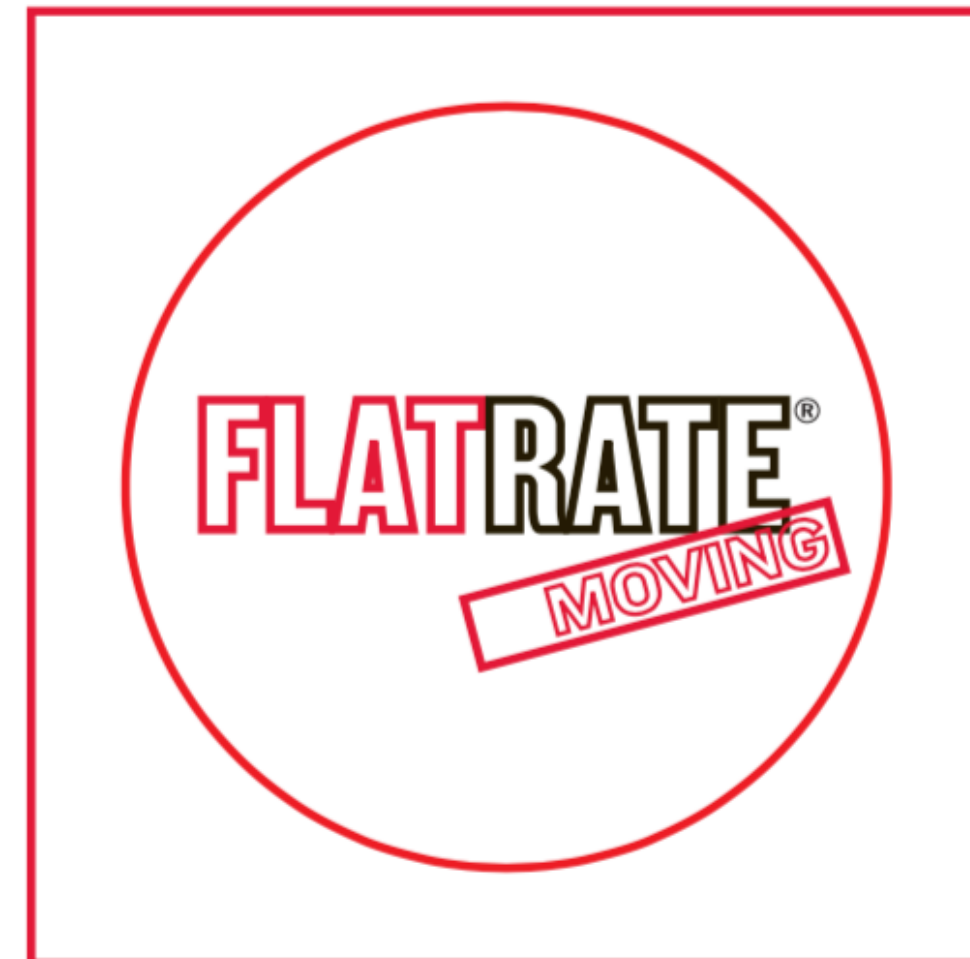




Don't alter the logo



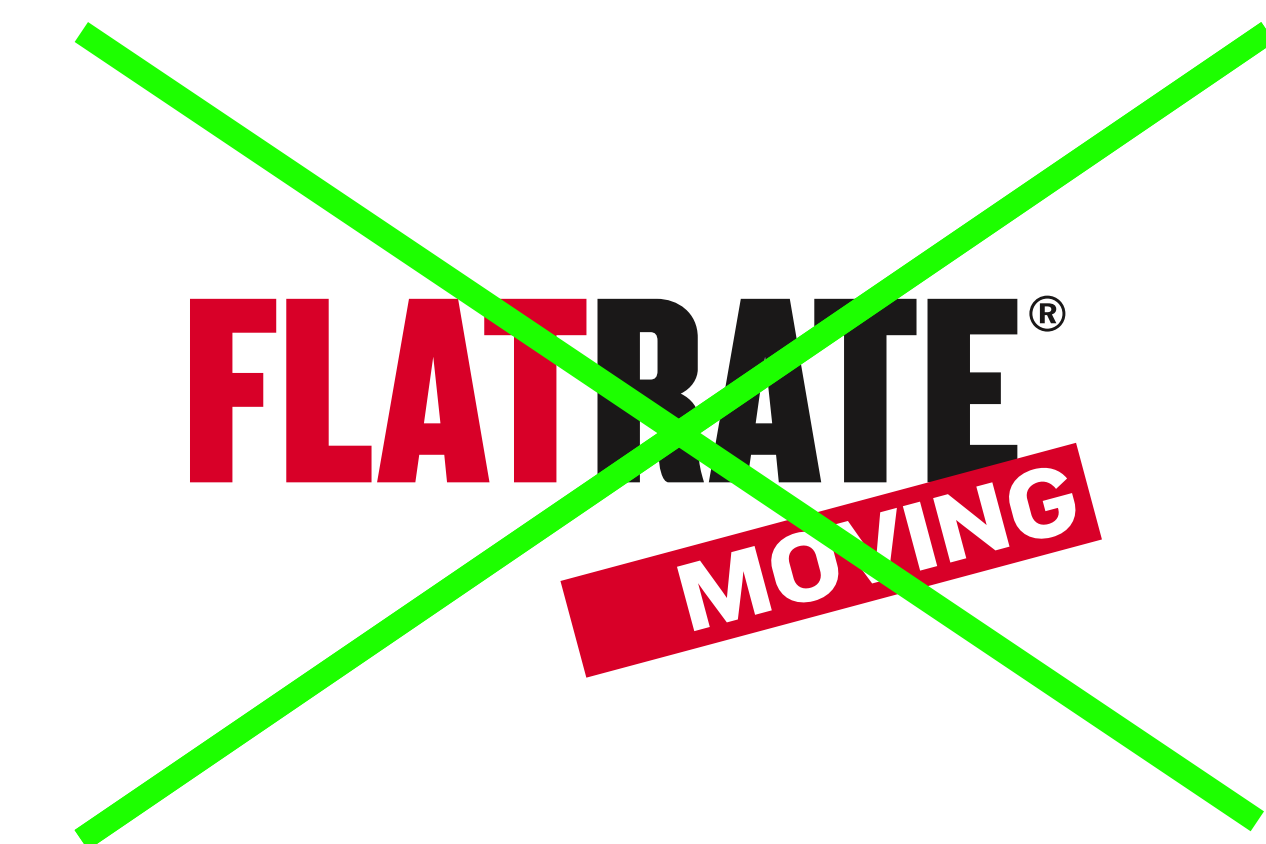
Don't change the proportions



Don't create an outlined version



Don't place the logo over any unauthorized background colors & pattern



No

Do not remove the red around the logo



Don't render the logo in any unauthorized colors



Don't replace the typography



Don't render the logo in 3D



Don't frame



Yes



Don't italicize or distort the logo



Don't add any unauthorized elements



Don't use drop shadow



Don't place anything over the logo