**LOGO:**

For use on all web, print, and collateral pieces, use the full color logo whenever possible (RGB for web, Pantone or CMYK for print).

Due to legibility, do not size the logo smaller than 1.25" diameter.

To preserve the logo's integrity, always maintain a minimum of .25" of clear space around all sides. The clear space isolates the logo from competing graphic elements.

For use on all web, print, and collateral pieces, use the black and white logo whenever color is not an option.

Due to legibility, do not size the logo smaller than 1.25" diameter.

To preserve the logo's integrity, always maintain a minimum of .25" of clear space around all sides. The clear space isolates the logo from competing graphic elements.

**FONTS:**

Carrois Gothic* and Arial are the fonts chosen to accommodate the logo above. Both are print and web-friendly, so the following guidelines can apply to both formats.

**H1**
For all headlines, headers, and titles, use Carrois Gothic (title case) kerned out to 50.

**H2**
For all subheads, use Carrois Gothic (sentence case) kerned out to 50, half the size of the H1 used.

**body copy**
For all body copy, use Arial, no larger than 11pt and no smaller than 6 pt.

*download Carrois Gothic web font here: http://www.google.com/fonts/specimen/Carrois+Gothic+SC

**COLORS:**

- **BAP Red**
  - c: 5 m: 96 y: 80 k: 22
  - r: 175 g: 39 b: 47
  - HEX: AF272F

- **BAP Tan**
  - c: 24 m: 18 y: 42 k: 0
  - r: 197 g: 193 b: 157
  - HEX: C5C19D