

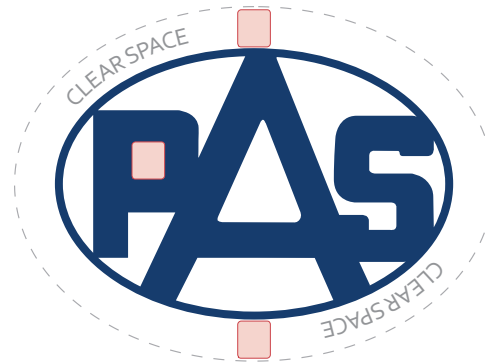
## PRIMARY LOGO

The primary logo is used on all PAS communications. Place the logo prominently at the top or center of a piece on the cover or front. Logo may be displayed in signature blue or another single color (e.g., black or white). Do not modify any parts of the logo. Do not extract and use elements of the logo separate from the complete logo.



## CLEAR SPACE

As the primary symbol for PAS, the logo should stand out from other graphic elements. Clear space around the logo should, at a minimum, equal the height of the interior of the letter "P" in the logo. Do not place any graphic elements within the clear space.



## ALTERNATE LOGOS

Alternate logos are available for PAS National, PAS Associates & Alumni, and PAS Uniting Education & Industry in Support of Agriculture. Alternate logos should follow usage guidelines listed above.



## COLORS

Use the colors of the PAS palette in any combination to create design elements in support of the PAS brand.

## FONTS

Corbel (all weights and variations) and Eurostile (bold, all caps) are the preferred fonts for the PAS brand.



PANTONE 654C  
CMYK 100.84.31.17  
RGB 27.61.109  
HEX # 1B3D6D



PANTONE Black 6C  
CMYK 0.0.0.100  
RGB 0.0.0  
HEX #000000



PANTONE Cool Gray 6C  
CMYK 36.29.28.0  
RGB 168.168.170  
HEX # A8A8AA

## HEADER/ACCENT FONT

**EUROSTILE BOLD, ALL CAPS**

## PRIMARY FONT

Corbel Regular  
ABCDefgh1243

*Corbel Italic*  
*ABCDefgh1243*

**Corbel Bold**  
**ABCDefgh1243**

***Corbel Bold Italic***  
***ABCDefgh1243***