

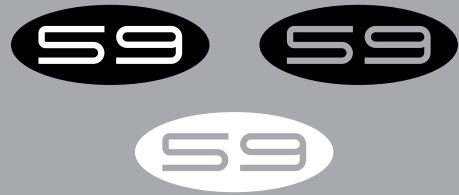
LOGO FORMATS AND COLORS

Our logo is the primary visual representation of our brand. It is the first thing many people will see and the fastest way customers will identify our products and services. For this reason, it's important that our logo is used in the same way and be given the space it requires to have the necessary visual impact. "59" in our logo might surprise you. In fact, it's a lower case "S and G." This was Peter Gregg's gift to his son, Simon, and a glimpse into the genius that drove Peter Gregg.

PRIMARY LOGO



LOGO ELEMENTS



COLOR PALETTE



Porsche® Guard Red: PMS 1795 C; Code # D7282F; R=215, G=40, B=47; C=10, M=98, Y=93, K=1



French Blue: PMS Process Blue C; Code # 0082CA; R=0, G=130, B=202; C=100, M=35, Y=7, K=0



True Black: Code # 000000; R=0, G=0, B=0; C=75, M=68, Y=67, K=90



Pure White: Code # FFFFFFFF; R=255, G=255, B=255; C=0, M=0, Y=0, K=0

LOGO STANDARDS

Do NOT

- warp or stretch logo.
- change the logo orientation.
- crop the logo in any way.
- change the logo's colors.
- apply any filters or textures to the logo.
- rearrange the elements within the logo.
- remove or alter the text of the wordmark.
- recreate any elements of the logo or replace them with something else.
- use scanned or photographed copies of the logo. Use the original files.
- use the logo on colors with poor contrast or similar colors.
- place text or shapes within the clear space boundary.
- Don't replace or re-create any part of the logo.