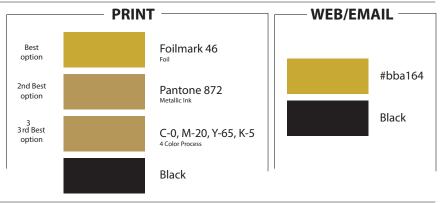# ALPHA OMEGA

Management of the visual identity is the cornerstone to maintaining Alpha Omega's name recognition and awareness. To help us in achieving consistency in brand presentation, this brand identity standards guide describes the Alpha Omega brand and how it is to appear. The following text and visual examples outline the proper use of the logo type, colors and typography.

APPROVED IDENTITY COLORS

Two Colors make up the Alpha Omega identity: black and gold.

The gold should be foil when possible (Foilmark 46). The second option would be Pantone 872.
If this must print cmyk, (or for web) use this gradation.

PRINT

Best option		Foilmark 46 Foil
2nd Best option		Pantone 872 Metallic Ink
3 3rd Best option		C-0, M-20, Y-65, K-5 4 Color Process
		Black

WEB/EMAIL

	#bba164
	Black

LOGO REPRODUCTION

The AO graphic logo is NOT to be used without the text Alpha Omega.
Only reproduce the Alopha Omega logo in one of these four ways:

Use this logo if color on a light background 	Use this logo if color logo on a black background
Use this logo if black and white on a light background 	Use this logo if black and white on a black background

TYPOGRAPHY

Only use one font family for business system.

When appropriate, if gray type is needed for web or email, use R-187, G-176, B-166.

If gold type is needed, use R-187, G-161, B-100.

AABBCCDDEEFFI2345
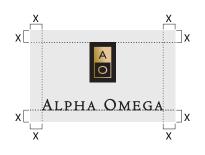Centaur MT Small Caps & Oldstyle Figures

AaBbCcDdEeFfI2345
Centaur MT Regular

AaBbCcDdEeFfI2345
Centaur MT Italic

AaBbCcDdEeFfI2345
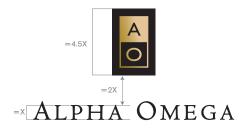Centaur MT Bold

LOGO CLEAR SPACE

Clear space is essential for the logo to stand out in a positive light. Therefore, the surrounding area must be uncluttered. Careful consideration must be used when placing the logo close to graphic elements. Refer to the measurements shown here for the amount of clear space required around the logo.

X= minimum clear space measure

X=minimum

LOGO LOCKUP

Refer to the measurements shown here for the relationship of the "Alpha Omega" type and the "AO" logo when used together.

=4.5X

=2X

=X ALPHA OMEGA

LOGO ORIENTATION

Logo should NEVER be rotated or compressed

FOR EMBROIDERY

Use this thread color, or whichever is a closest match to the thread or PMS color.
The thread colors that we use for Alpha Omega are as follows:

Black = m600
Gold = ra2332