

# SigniCor Corporate Logo

The SigniCor logo has been crafted in several different variations for different uses. To accommodate all printing situations, it comes in full color, black and reversed (white on dark) applications.

Full color preferred.

The full color logo is preferred and should be used whenever possible. Our logo colors must look consistent every time they are used. Our logo appears in PMS 2728 and PMS Cool Gray 11. Or if necessary it can be matched using CMYK or RGB.

## Black Logo

Use the black version when color printing is not an option.

## Reversed Logo

Use the reversed (white) logo on any background that doesn't allow enough contrast for the full or one color logo or when a piece is being printed in a color other than black (for example if a one-color piece is being printed in all purple, our logo would reverse to white. It would NOT print in purple.). This background must be a solid color (never patterned), and dark enough that the logo is easy to read.

Our logo may be reproduced in ONLY the three official versions shown on this page. The colors should not be altered or substituted in any way.

Reproduction on certain paper stocks may alter the way the logo colors actually look. Ask your printer to specify a PMS color that best matches these colors. Be sure to check printed materials for accurate color match while on press.

## Full Color Logo



## Black Logo



## Reversed Logo



PMS: Pantone 2728  
CMYK: C96, M69, Y0, K0  
RGB: R0, G92, B171



PMS: Pantone Cool Gray 11  
CMYK: C0, M2, Y0, K68  
RGB: R113, G112, B115

# SigniCor Corporate Fonts

A consistent font style strengthens the overall image of our communication products. Signicor has two preferred typefaces.

## Primary font: Garamond

This primary font is clean, easy-to-read, professional yet airy. It complements TheSans font and adds variety to our printed pieces.

## Secondary font: Franklin Gothic

TheSans is the sans-serif type font used in our corporate logo. It families nicely with Bembo and is also easy-to-read.

## Primary font: Garamond

12 point Garamond Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890.,;”?/@#\$\$%^&\*()\_+ -= \

12 point Garamond Italic

*abcdefghijklmnopqrstuvwxy*

*ABCDEFGHIJKLMN OPQRSTUVWXYZ*

*1234567890.,;”?/@#\$\$%^&\*()\_+ -= \*

12 point Garamond Bold

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**

**1234567890.,;”?/@#\$\$%^&\*()\_+ -= \**

12 point Bembo Bold Italic

***abcdefghijklmnopqrstuvwxy***

***ABCDEFGHIJKLMN OPQRSTUVWXYZ***

***1234567890.,;”?/@#\$\$%^&\*()\_+ -= \***

## Secondary font: Franklin Gothic

12 point Franklin Gothic Book

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890.,;”?/@#\$\$%^&\*()\_+ -= \

12 point Franklin Gothic Book Italic

*abcdefghijklmnopqrstuvwxy*

*ABCDEFGHIJKLMN OPQRSTUVWXYZ*

*1234567890.,;”?/@#\$\$%^&\*()\_+ -= \*

12 point Franklin Gothic Demi

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**

**1234567890.,;”?/@#\$\$%^&\*()\_+ -= \**

12 point Franklin Gothic Demi Italic

***abcdefghijklmnopqrstuvwxy***

***ABCDEFGHIJKLMN OPQRSTUVWXYZ***

***1234567890.,;”?/@#\$\$%^&\*()\_+ -= \***