

Toolkit Basics

Typography

Bodoni BT Roman

(Body & Pull Quotes)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ITC Franklin Gothic Std Demi

(Primary Headlines & Subheads)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ITC Franklin Gothic Std Book

(Secondary Subheads & Body)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Times New Roman

(Word documents)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Arial

(Web and PowerPoint® documents)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

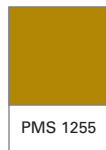
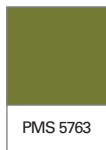
Toolkit Basics

Color

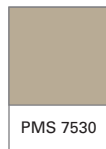
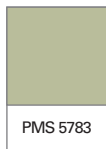
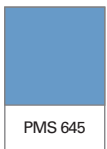
Primary Corporate Colors



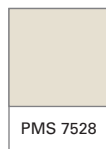
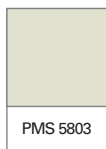
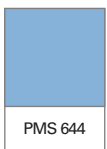
Text Color Palette



Secondary Color Palette



Tertiary Color Palette



Web Colors



Toolkit Basics

Logo

Two color logotype
PMS Cool Gray 10
and PMS Reflex Blue

The word "Spheris" in a serif font. The letters "S", "p", "h", "e", "r", "i", and "s" are in a dark gray color (PMS Cool Gray 10). The letter "r" is in a vibrant blue color (PMS Reflex Blue). A registered trademark symbol (®) is located at the top right of the word.

One color logotype
Black or
PMS Cool Gray 10

The word "Spheris" in a black serif font. A registered trademark symbol (®) is located at the top right of the word.

Reversed logotype
All White

The word "Spheris" in a white serif font, centered on a solid black rectangular background. A registered trademark symbol (®) is located at the top right of the word.

Reversed logotype
White with
PMS Reflex Blue "r"

The word "Spheris" in a white serif font, centered on a solid medium gray rectangular background. The letter "r" is in a vibrant blue color (PMS Reflex Blue). A registered trademark symbol (®) is located at the top right of the word.