



BRAND STANDARDS GUIDE

LOGO VARIATIONS



LOGO
FULL COLOR



LOGO MARK
FULL COLOR



LOGO
BLACK



LOGO MARK
BLACK



LOGO
WHITE

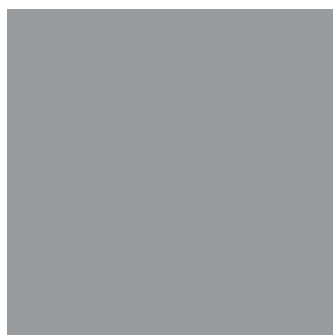


LOGO MARK
WHITE

COLOR PALETTE

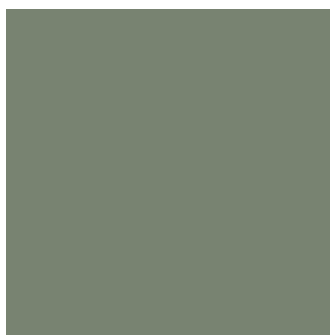


Revelator Research



CONCRETE

RGB: 153, 156, 160
CMYK: 42, 33, 31, 1
HEX: 999ca0
PMS: 422 C



MOSS GREEN

RGB: 121, 131, 114
CMYK: 54, 38, 55, 10
HEX: 798372
PMS: 5625 C



YELLOW GREEN

RGB: 196, 202, 77
CMYK: 27, 9, 86, 0
HEX: c4ca4d
PMS: 584 C

SPECIALTY/LOGO

MEMPHIS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?!

HEADLINE

MEMPHIS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?!

COMPLIMENTARY/ BODY

AVANT GARDE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,?!

