



THE FIRST COMPANIES LOGO

A logo mark is only as good as its use. Put another way, a brilliant logo mark always falls apart in a poor execution. The following pages provide a brief review of the intended use for our company logo mark, its related colors, and other pertinent aspects to our revised brand. Please consult this document prior to creating branded items or other First Companies materials.

ALTERNATE VERSIONS



Horizontal Configuration



Greyscale



Solid Fill



Reversed



Mark Alone

Note: Use only when the vertical configuration absolutely does not fit. Any use of this logo must be approved by Marketing.

APPROVED COLORS & FONTS

SPOT COLORS



Spot colors should be used whenever possible to ensure consistent reproduction. Pantone 382 changes substantially from coated to uncoated stock, so print to match a current Pantone 382 UNCOATED chip, regardless of stock.

PROCESS COLORS



C: 53
M: 0
Y: 96
K: 0

C: 22
M: 15
Y: 11
K: 32

C: 0
M: 0
Y: 0
K: 100

R: 122
G: 184
B: 0

R: 154
G: 155
B: 156

R: 0
G: 0
B: 0

WEB: 7AB800 WEB: 9A9B9C WEB: 000000

Process colors should only be used when spot colors are not possible, such as a magazine ad or certain large-format applications. Pantone 382 U changes substantially from spot to process, so we use Pantone 376 PC, and its respective breakdown.

MAJOR HEADLINES: ALL CAPS

ITC BLAIR BOLD
THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG.

ITC BLAIR MEDIUM
THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG.

ITC BLAIR LIGHT
THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG.

SUBHEADS & SECTION HEADINGS: ALL CAPS

TRADE GOTHIC BOLD CONDENSED NO. 20
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

TRADE GOTHIC LIGHT CONDENSED NO. 18
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

BODY COPY: SENTENCE CASE

Myriad Roman
The quick brown fox jumps over the lazy dog.

Tahoma Roman
The quick brown fox jumps over the lazy dog.

Note: Tahoma should only be used in applications where Myriad is not available, such as website content & emails.

LOGO USAGE

IMPROPER USAGE



Do not change the logo colors.

PROPER USAGE



Do not rearrange or resize the individual logo elements.



Logo reversed out of colors other than black or dark grey, or reversed out of a complex background.



Logo to be reversed only out of black, dark grey or simple backgrounds.