



The **Corporate Signature** logo demonstrates the evolution and forward thinking of a legacy brand that has been around for over 250 years.

## Rules to remember.

There are logo configurations not included in these guidelines that are only used in very special circumstances. Please adhere to the following general requirements.



Full color corporate signature



Reversed corporate signature + light blue



Reversed corporate signature + black



Digital blue logo (#333366)



Reversed digital blue logo over #595959



Reversed digital blue logo over #333366

# 01

The head within the Eagle Symbol should always be white. The box should always have a blue fill unless using a black and white logo.

Note: On dark backgrounds, please use the reversed logo file. Do not manually invert.

Choose the correct size for your specific use.



Small-use

vs.



Large-use

## TIP

Can't tell the difference between the logos? Look for the larger registration symbol and extra spacing between the letters and the line on the small-use logo.



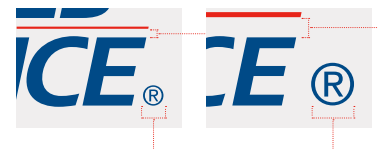
3/8" and less, but never less than 7/32" of the Eagle Symbol height.

The **small-use logo** is typically featured in smaller print as well as digital applications due to the size variety of viewing screens.



Larger but not equal to 3/8" high of the Eagle Symbol height.

The **large-use logo** is typically featured in print applications where the logo placement area is larger than the size of a stamp.



# 03

**Never alter the lockup in communications**

Note: The logo configurations not included in these guidelines are only used in very special circumstances and require permission to use.



## Correct Use Examples



## Incorrect Use Examples

