

# Logo Usage

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## Usage Guidelines for Carry The Load Logos:

- Please only use the approved versions contained in this media kit
- Logos can be sized for use in various media, but please keep the dimensions consistent (proportional)

## The following logos have been provided:

*Logo with tagline and black border for use with light backgrounds*



*Logo with tagline and white border for use on dark backgrounds*



## Logo Colors:

Red:	C: 10	M: 100	Y: 100	K: 15
	R: 189	G: 27	B: 33	
	PMS: 186c			
Blue:	C: 100	M: 90	Y: 0	K: 25
	R: 24	G: 47	B: 124	
	PMS: 294c			
Black:	K: 100			
	R: 0	G: 0	B: 0	

## Tagline Font:

Helvetica Neue 77 Bold Condensed  
*PC-Compatible Font: Helvetica or Arial*

If you have any questions about usage, please  
contact: Matt Fryman

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