

# F M E R G E EMERGE L A K E L A N D

## VISUAL BRAND SHEET

### Logo variations



#### Full color.

Use as first brand impression. Display on white backgrounds or no more than 20% opacity brand color backgrounds.



#### White/reverse

For use on layouts with color or image backgrounds.



#### Black

Use on black and white print pieces only.

### Guidelines

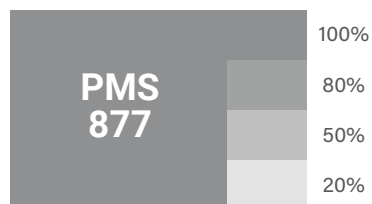
- Don't make color adjustments to the logo.
- Always resize the logo proportionally.
- Don't rearrange the orientation of the logo
- Always use the proper resolution for the layout.

### Typefaces

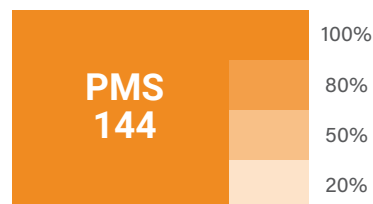
**Roboto**  
ABC123

**Myriad Pro**  
ABC123

### Brand colors



**C 45 M 34 Y 34 K 0**  
**R 138 G 141 B 143**  
**HEX 8A8D8F**



**C 0 M 51 Y 100 K 0**  
**R 237 G 139 B 0**  
**HEX ED8B00**

