

# IDENTITY GUIDE

## Typography

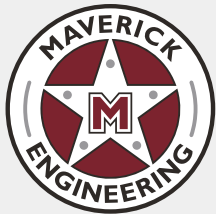
**GILL SANS MT BOLD ALL CAPS FOR PRIMARY TEXT/HEADLINES ON PRINTED MATERIAL AND ON ALL PLAN SETS**

**Gill Sans MT Bold** for sub-headlines on printed material

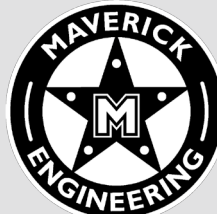
GILL SANS MT REGULAR ALL CAPS FOR ALL SECONDARY TEXT AND LABELING ON PLAN SETS

Gill Sans MT Regular for secondary text and body text on printed material

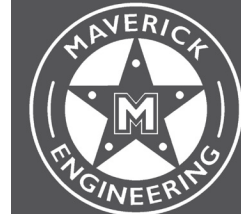
## Logos



**Master Logo**  
Mav Eng PMS 188C



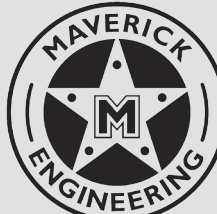
**Black & White Reverse**  
mav-engineering-b&w-reverse



**One Color White**  
mav-engineering-white



**Grayscale**  
mav-engineering-grayscale



**One Color Dark**  
mav-engineering-b&w



**Watermark**  
maverick watermark

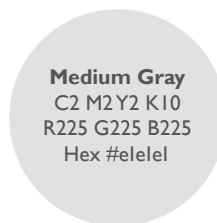
## Colors



**White**  
C0 M0 Y0 K0  
R255 G255 B255  
Hex #ffffff



**Light Gray**  
C2 M2 Y2 K4  
R240 G240 B240  
Hex #f0f0f0



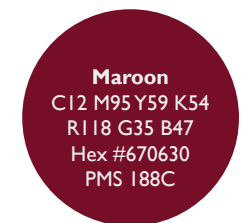
**Medium Gray**  
C2 M2 Y2 K10  
R225 G225 B225  
Hex #e1e1e1



**Dark Gray**  
C2 M2 Y2 K80  
R50 G50 B50  
Hex #323232



**Black**  
C0 M0 Y0 K100  
R0 G0 B0  
Hex #000000



**Maroon**  
C12 M95 Y59 K54  
R118 G35 B47  
Hex #670630  
PMS 188C