

SHIP Brand fonts & colors

HEADLINE FONT FAMILY:

Tw Cent MT Condensed Extra Bold

Size 30pt
Leading 24pt
Tracking -25
Line Space After 12pt

SUBHEAD FONT FAMILY:

Tw Cent MT Condensed

Size 24pt,
Leading 24pt,
Tracking -25,
Line space after 12pt

BODY FONT FAMILY:

Tw Cent MT

Size 12pt
Leading 14pt
Tracking 0
Line space after 12pt

FORMATTING MEASURES (SHOWN IN GREEN), ARE PROVIDED AS A GOOD GENERAL GUIDE BUT ARE ULTIMATELY DEPENDENT ON YOUR SPACE RESTRICTIONS AND FINAL PRODUCT SIZE. USE DEFAULTS IF UNFAMILIAR WITH TERMS. AVOID HYPHENATION WHEN POSSIBLE.

IF ABOVE FONTS ARE NOT AVAILABLE, PLEASE USE THE ARIAL BOLD FOR HEADLINES, REGULAR FOR BODY.

Arial Heading 30 Arial Subhead 24

Arial 11



LIME GREEN, BLACK AND WHITE SHOULD BE THE DOMINANT COLORS.

AVOID SCREENED TONES (PERCENTAGE COLORS)

AVOID BORDERS.

USE GENEROUS "WHITE SPACE" AROUND ELEMENTS



PMS: 376
RGB: 127/186/0
CMYK: 56/4/100/0
WEB: #7FBA00

THE BELOW SHIP LOGO COLORS ARE NOT RECOMMENDED, BUT ARE AVAILABLE FOR SPARING USE WHEN USING THAT LOGO.



PMS: 625
RGB: 74/137/106
CMYK: 73/27/67/9
WEB: #4A896A



PMS: 376
RGB: 8/28/55
CMYK: 97/84/46/59
WEB: #0B1C36

