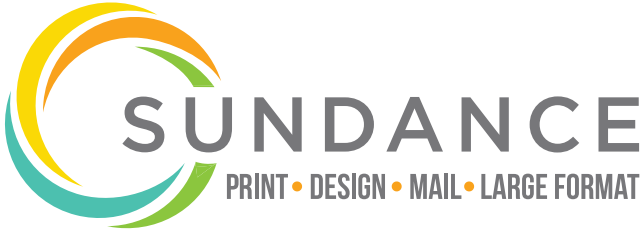


SUNDANCE LOGO BRAND GUIDELINES

Primary Logo



Secondary Logo



Alternative Logos

Horizontal - Black Logo Style



Horizontal - KO Logo Style



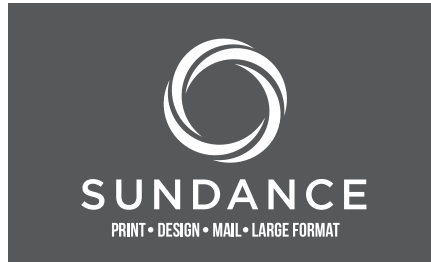
Horizontal - Grayscale Logo Style



Vertical - Black Logo Style



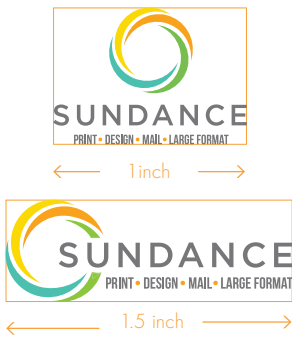
Vertical - KO Logo Style




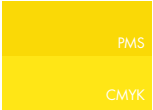
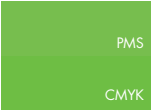

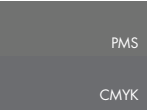
Vertical - Grayscale Logo Style



Size Restrictions Smallest size



Logo Color Pallette - Logo may be used one color from any color from pallette.

					
	PMS CMYK	PMS CMYK	PMS CMYK	PMS CMYK	PMS CMYK
PANTONE	PANTONE 137C	PANTONE 108 C	PANTONE 360 C	PANTONE 3258 C	PANTONE Cool gray 9
CMYK	C 0 M 41 Y 100 K 2 PC 137	C 0 M 6 Y 95 K 0 PC 108	C 61 M 0 Y 100 K 0 PC 361	C 64 M 0 Y 37 K 0 PC 3265	C 0 M 0 Y 0 K 69 PC 69% BLACK
RGB	R 246 G 146 B 64	R 252 G 217 B 0	R 852 G 178 B 51	R 0 G 199 B 178	R 119 G 119 B 123
HTML	f69240	fed900	34b233	00c7b2	77777b



Logo Typography

Main: Gotham Book
TAGLINE: BEBAS NEUE BOLD

Marketing Material Typography

Gotham Book - Subheads
Gotham Light - body copy

Gotham Light - Headlines
BEBAS NEUE BOLD - DECORATIVE

Gotham Medium - callouts