

SPACELIFT AND REDCO HOME STYLE GUIDE



PMS 294 BLUE –
 CMYK 100 – 58 – 0 – 21
 RGB: 0 – 85 – 150
 HEX:Web: rgb web safe: 05596



PMS 294C

PMS 362 GREEN –
 CMYK 70 – 0 – 100 – 9
 RGB: 74 – 170 – 66
 HEX:Web: rgb web safe: 4aaa42



PMS 362C



BLACK AND WHITE – 100% K



ANY TIME THE SPACELIFT LOGO APPEARS BY ITSELF, WITH “ATTIC LIFT” OR “PRODUCTS,” “by Redco Home” MUST BE PRESENT SIZE OF TEXT MUST BE AT LEAST 7 PT.

EITHER IN CALIBRI BOLD REDUCED TO 90% WIDTH OR AKEDENZ-GROTESK BOLD CONDENSED OR HELVETICA NEU BOLD CONDENSED



MINIMUM SIZE WITH “by Redco Home” 1.254”W X .2583”H SIZE OF TEXT MUST BE AT LEAST 7PT



CLEAR ZONE:
 SPACE AROUND LOGO MUST BE AT LEAST THE SIZE OF ONE OF LOGO SQUARES

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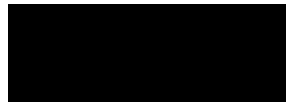


PMS 185 RED –
CMYK: 1 – 100 – 92 – 0
RGB: 235 – 28 – 45
HEX: Web: rgb web safe: eb1c2d



PMS 185C

BLACK –
CMYK 0 – 0 – 0 – 100
RGB: 35 – 31 – 32
HEX: Web: RGB web safe: 231f20



BLACK



BLACK AND WHITE – 100% K

ANY TIME THE REDCO HOME LOGO APPEARS BY ITSELF, “*a division of Redco Home*” MUST BE PRESENT
SIZE OF TEXT MUST BE AT LEAST 7 PT.

EITHER IN CALIBRI BOLD ITALIC OR
AKEDENZ-GROTESK BOLD CONDENSED ITALIC OR
HELVETICA NEU BOLD CONDENSED ITALIC



MINIMUM SIZE WITH “*a division of Redco Home*” 1.58”W X .2817”H
SIZE OF TEXT MUST BE AT LEAST 7PT AND CAN BE CALIBRI REGULAR ITALIC



CLEAR ZONE:

SPACE AROUND LOGO MUST BE AT LEAST THE SIZE OF
THE “R” IN “REDCO AUDIO”