

Signature Arrangements



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Signature Field



Minimum Size



Signature Color Application



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3-color Application
Black, Green PMS 360, Blue PMS 541

2-color Application
Black, Green PMS 360, Blue PMS 541

Signature Black Application



60% Black



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60% Black on left side swoop and dot of the "i" in Wise.
All other signature elements print black.

Signature Reverse Application



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Generally, the signature can be reversed when the background has an equivalent value of a 50% screen value of black or greater.

ClimateWise Signature Colors



PMS 360 C
CMYK 58, 0, 80, 0
RGB 115, 193, 103



PMS 541 C
CMYK 100, 57, 0, 38
RGB 0, 70, 127

ClimateWise Accent Colors



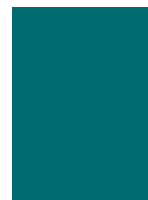
Accent colors can be used as borders, subhead color and screened back as a background.



PMS 167 C
CMYK 0, 60, 100, 17
RGB 208, 111, 26



PMS 1395 C
CMYK 0, 41, 100, 37
RGB 170, 113, 10



PMS 5473 C
CMYK 82, 0, 28, 52
RGB 0, 106, 113



PMS 5135 C
CMYK 47, 64, 28, 0
RGB 149, 110, 142



PMS 407 C
CMYK 0, 8, 9, 26
RGB 197, 184, 177

ClimateWise Fonts

There are 3 main fonts used on ClimateWise materials.

Heads in Arial Rounded Bold
Subheads in Trade Gothic Bold Condensed No.
Body Copy in Arial Regular

These fonts can be used in **Bold** and *Italic* for emphasis.

