

## Event logo/Usage

## Color Palette

## Fonts

Preferred usage:



SupplyChain  
OUTLOOK  
SUMMIT 2015

Red: 25C/100M/95Y/22K  
RGB/HEX: 157/28/36 9D1C24

Blue Gray: 71C/50M/34Y/8K  
RGB/HEX: 86/113/135 567187

SUMMIT: 100K

Gray: 58C/50M/45Y/14K  
RGB/HEX: 111/110/115 6f6e73

Reverse usage w/Dark background:



SupplyChain  
OUTLOOK  
SUMMIT 2015

White: 4C/3M/2Y/0K  
RGB/HEX: 242/242/242 F2F2F2

Light Blue: 73C/37M/24Y/0K

### Helvetica Neue LT Std Bold

- **Main headline (track -20, 21/22 pt. No hyphens)**
- **Secondary head (15 pt. -10)**
- **Subhead 1 (10.5 pt. -10)**
- **Subhead Italics (10.5 pt. -10)**

### Helvetica Neue LT Std

- Body text (11/12 pt FLRR)

### REVERSE COPY

### Helvetica Neue LT Std Bold

- **Main headline (track -20, 21/22 pt. No hyphens-See blue grey spec at 40%)**
- **Secondary head (15 pt. -10)**
- **Subhead 1 (10.5 pt. -10)**
- **Subhead Italics (10.5 pt. -10)**

### Helvetica Neue LT Std

- Body text (11/12 pt FLRR)