





SYMBOL



CMYK BLACK / RED=0.100.100.9 OR BLACK/PMS 485



LOGO WITH TAGLINE



LOGO ON RED BACKGROUND



LOGO ON BLACK BACKGROUND



STACKED LOGO IN B&W



LOGO IN B&W



**Minimum Acceptable Usage**  
(The minimum size of the logo is 1.5" or 38mm )



**Minimum Clear Space**

## Logo

The logo has been revitalized, through its symbol, typeface and colors to achieve greater impact while still conveying the essence of Intrepid and building on brand equity.

The logo is the cornerstone for all design within the brand. Never alter the logo in any way and observe the minimum size requirement and minimum clear space.



Do not change the colors of the logo.



Do not alter the logo vertically.



Do not alter the elements of the logo.



Do not alter the logo horizontally.



Do not add effects or shadows to the logo.



Do not skew the logo.



Do not crop the logo.



Do not use any other taglines with the logo.



Do not change the typeface.



Do not use the color logo on a colored or photographic background.

## Unacceptable Logo Uses

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A few examples of unacceptable logo uses. Never alter the logo in any way.

**HELVETICA INSERAT**

HEADLINES

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**HELVETICA NEUE 75 BOLD**

SUBHEADS

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Helvetica Neue 47 Light Condensed

COPY

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Helvetica Neue 57 Condensed

CAPTIONS AND TAGLINE

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# Stationary

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Shown at left are a few examples of stationary.



# Apparel

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Back

Front



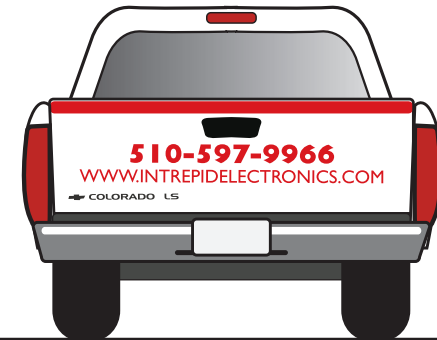
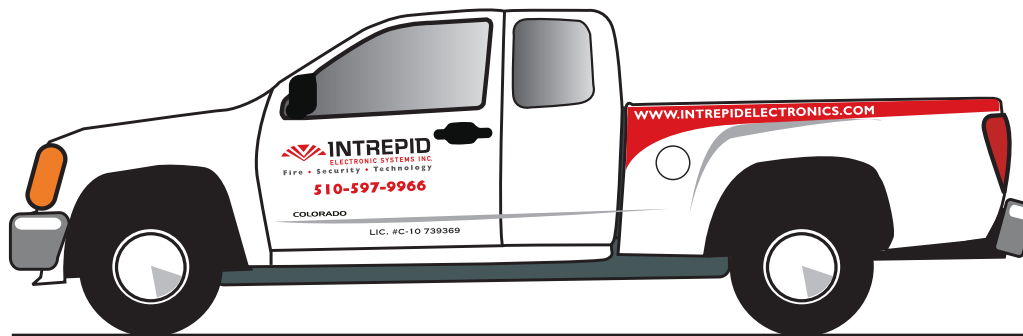
Back

Front

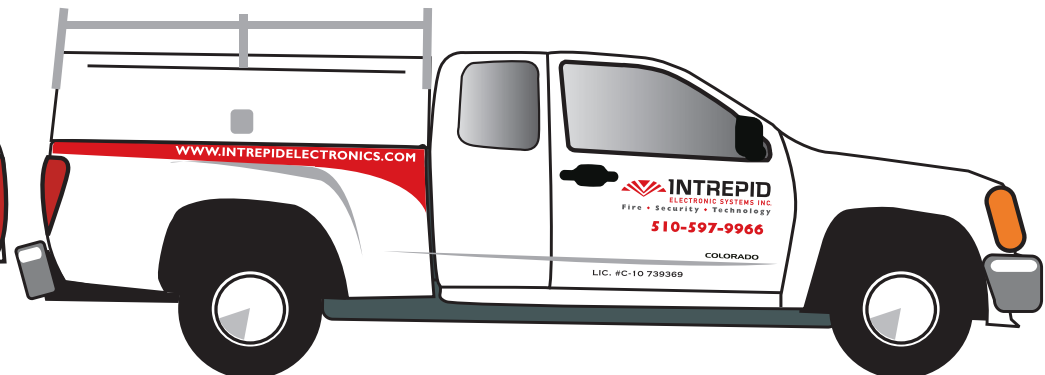
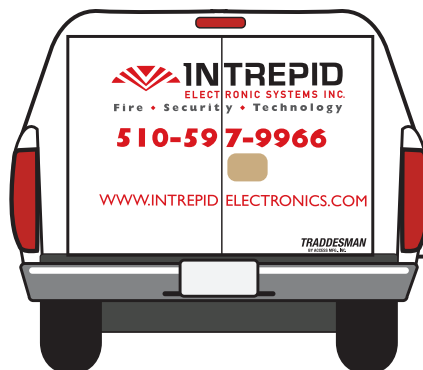


# Vehicles

Sample of vehicle fleet signage



HOOD



Web

Example of home page  
with new revitalized logo

