



BRAND GUIDELINES

THE POA COLOR GUIDE



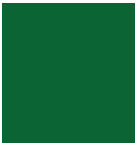

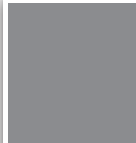


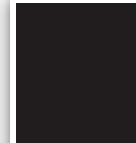
COLOR GUIDE

The POA color palette should be used across all visual media including advertising, collateral, direct response and website. Consistent use of the color palette helps build and reinforce brand recognition by creating a recognizable look for The POA.

CMYK (Process)

					
C = 100 M = 25 Y = 100 K = 35	C = 65 M = 0 Y = 100 K = 0	C = 0 M = 0 Y = 0 K = 55	C = 0 M = 25 Y = 100 K = 6	C = 0 M = 11 Y = 100 K = 0	C = 0 M = 0 Y = 0 K = 100

RGB

					
R = 0 G = 99 B = 52	R = 98 G = 187 B = 70	R = 138 G = 140 B = 142	R = 239 G = 182 B = 14	R = 255 G = 219 B = 0	R = 35 G = 31 B = 32

TYPEFACES

As an integral part of The POA brand, the following Sans Serif fonts should be used: Proxima Nova light, regular, bold and extra bold.

The following Serif font should be used where paragraphs of copy will appear: Minion Regular.

SANS SERIF - Pronounced SAN-SERR-if. A category of typefaces that do not use serifs, small lines at the ends of characters. According to most studies, sans serif fonts are more difficult to read. For this reason, they are used most often for short text components such as headlines or captions.

SERIF - is the little extra stroke found at the end of main vertical and horizontal strokes of some letterforms. Some are subtle and others may be quite pronounced and obvious. Serifs aid in the readability of a typeface.

PROXIMA NOVA LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
Oo PpQqRrSsTtUuVvWwXxYyZz
0123456789

PROXIMA NOVA REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVv wXxYyZz
0123456789

PROXIMA NOVA BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVv wXxYyZz
0123456789

PROXIMA NOVA EXTRA BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVv wXxYyZz
0123456789

PROXIMA NOVA BLACK

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVv wXxYyZz
0123456789

FREIGHTTEXT PRO BOOK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789