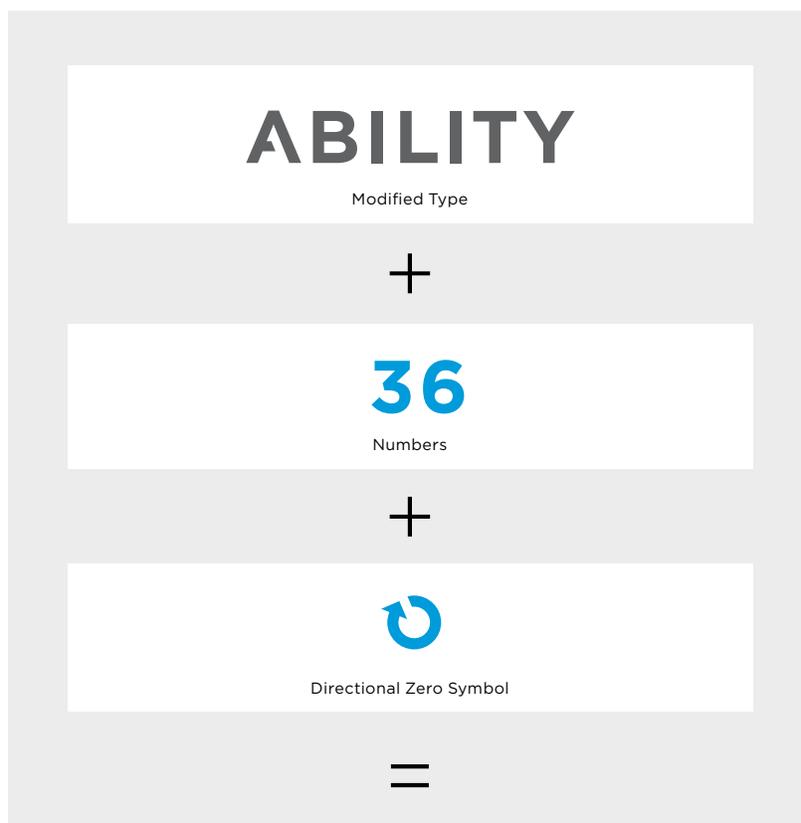


VISUAL BRANDING

ABILITY360 LOGO

Three major components make up the Ability360 logo. The modified type, numbers, and the directional zero symbol. Each component works together with specific size and placement relationships as shown. Never attempt to recreate the Ability360 logo.



ABILITY360

LOGO ORIENTATIONS

The Ability360 logo is designed to be a linear mark. Only in special applications should the reoriented “vertical” version of the logo be used. This special application exists for use where the overall width of the marketing piece is narrower than the minimum size allowed for the Ability360 logo (such as vertical web banner ads). In all cases the preferred version of the logo orientation is the “Standard.”

Preferred—Standard

ABILITY360

AREA OF ISOLATION

Area of Isolation refers to the space around the Ability360 logo that must be clear of type or imagery in order to give the mark sufficient presence. Only the tagline can be set within the minimum clear space. The area that must remain clear is indicated below and defined by the counterform of the directional zero symbol in all directions, at a minimum.



MINIMUM SIZES

Size minimums are specified to ensure legibility in various media. The size specifications shown below are appropriate for print. Larger sizes may be necessary for products that require specialized manufacturing, such as embroidery or etching. There may be special applications where the Ability360 logo will need to be reproduced very small (e.g., lapel pins, pens and pencils, CD spine labels).

Print—Standard



Larger sizes are necessary for electronic media such as broadcast (video and film).

On Screen—Standard



ABILITY360 PAST MARKS

To ensure maximum brand strength, only the new Ability360 logos should be used in every application.



Do Not Use



Do Not Use

To reinforce the new Ability360 brand, secondary logos, marks, or any graphic treatments bearing the ABIL name should no longer be used.

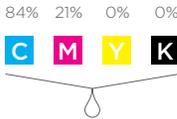


Do Not Use

PRIMARY BRAND COLOR PALETTE

Ability360 corporate colors make up the Primary Brand Color Palette.

ABILITY360 Blue



ABILITY360 Gray

