Webtrol Graphic Standards

Webtrol Logo

The logo can be used with or without the tagline. When using with the tagline, the logo and tagline lock-up has been created as a unit and should not be separated. For consistency the lock-up should not be taken apart, modified, or altered in any way.

There when you need us most

Webtrol Logo Colors

It is important that the branded Webtrol Red be represented in a consistent manner. Refer to this color guide for color accuracy in print and electronic media.

Spot Color Print	CMYK Print	Web
Black	Black	RGB: R197 G31 B64
PMS 193C	CMYK: 16c 100m 76y 5k	HEX #c51f40

Fonts

Primary Font: Arial Font Family

Arial, *Italic,* **Bold, Black**

The Arial font family should be used for all print and electronic communications.

Secondary Font: SignPainter

SignPainter

To complement Arial, the font *SignPainter* can be used to attract attention for headlines and subheads in advertising and marketing efforts. Because of its unique nature, it should be used sparingly.