TYPEFACES

Adobe Garamond Pro Bold

AaBb**CcDd**

12345678

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Adobe Garamond Pro Bold Italic

AaBbCcDd

12345678

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Regular

AaBb**CcDd**

12345678

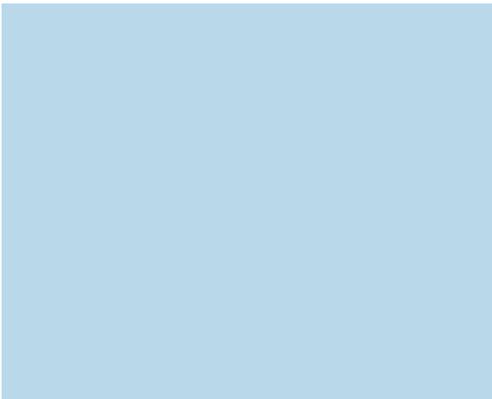ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLOR PALETTE

Pantone 300C
R0 G94 B184
C99 M50 Y0 K0
HEX: #005eb8

Pantone 123C
R255 G199 B44
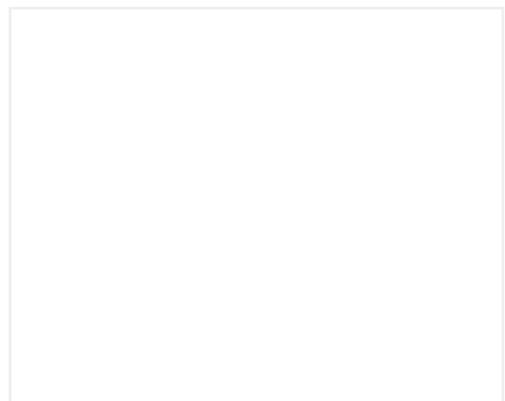C0 M22 Y83 K0
HEX: #ffc72c

Pantone 290C
R185 G217 B235
C23 M0 Y1 K0
HEX: #b9d9eb

Pantone 200C
R186 G12 B47
C3 M100 Y70 K12
HEX: #ba0c2f

Pantone 422C
R158 G162 B162
C19 M12 Y13 K34
HEX: #9ea2a2

White
R255 G255 B255
C0 M0 Y0 K0
HEX: #ffffff

LOGO

SEANC SEIU Logo Blue

SEANC SEIU White with
Transparent Background

SEANC SEIU Logo White on Blue

SEANC SEIU Logo Back and White

Additional Technical Specifications

Black & White logo treatment:
- SEANC font, Adobe Garamond Bold Italics, reversed out
- SEANC pt. size must fill the inside of state leaving a 1/16" border on the top and bottom
- The state and outside rings are 100% black
- The inside rings are 30% black (screen must NOT be dropped out)
- The inside ring shadow is 100% black (the shadow must NOT be dropped out)

Pantone Color (Pantone 7462) logo treatment:
- SEANC font, Adobe Garamond Bold Italics, reversed out
- SEANC pt. size must fill the inside of state leaving a 1/16" border on the top and bottom
- The state and outside rings are 100% Pantone 7462
- The inside rings are 30% Pantone 7462 (screen must NOT be dropped out)
- The inside ring shadow is 100% Pantone 7462 (the shadow must NOT be dropped out)

CMYK Mix-Color logo treatment:
- C100, M50, Y0, K10_blue is the only acceptable color for four-color printing
- SEANC font, Adobe Garamond Bold Italics, reversed out
- SEANC pt. size must fill the inside of state leaving a 1/16" border on the top and bottom
- The state and outside rings are 100% C100, M50, Y0, K10_blue
- The inside rings mix C30, M15, Y0, K3 (screen must NOT be dropped out)
- The inside ring shadow is 100% C30, M15, Y0, K3 (the shadow must NOT be dropped out)

Two-Color logo treatment:
- Pantone 7462 or CMYK mix blue and black
- SEANC font, Adobe Garamond Bold Italics, reversed out
- SEANC pt. size must fill the inside of state leaving a 1/16" border on the top and bottom
- For color separation, use the following:
o State, outside rings 100% Pantone 7462 or CYMK mix
o Inside rings 30% Pantone 7462 or CYMK mix (screen must NOT be dropped out)
o Shadow for inside rings and SEANC is 100% black (the shadow must NOT be dropped out)

Reversed logo treatment:
- This logo can be used on a dark background
- SEANC font, Adobe Garamond Bold Italics, 100% black/blue
- The state and outside rings are white
- The inside rings 30% black/blue (screen must NOT be dropped out)
- This logo treatment is the ONLY case where the shadow can be dropped from the inside rings

Logo on White Oval treatment:
If the background does not allow the logo to reproduce, a white oval may be used behind the outside ring.
There MUST be only a 1/16" of white for outside border of white oval.

Updated 05/2016