

PRIMARY LOGO - COLOR



OUTLINED LOGO - BLACK



OUTLINED LOGO - WHITE



FILLED LOGO - BLACK



FILLED LOGO - WHITE



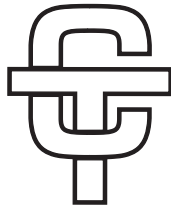
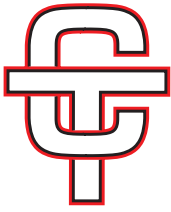
REVERSED LOGO - BLACK



REVERSED LOGO - WHITE



ICONS



CARPET TECH

by **CARPET TECH**

by **CARPET TECH**

by **CARPET TECH**

by **CARPET TECH**

STAMPS





LOGO TYPEFACE

Helvetica Neue Condensed Bold

PRINT TYPEFACE

HEADER TEXT

Open Sans Extrabold (-25 kerning)

Subheader Text

Open Sans Bold, Semi-bold

Body copy text

Open Sans Regular, Italic

Accent

Cream Cake Regular (Limited Use)

WEBSITE TYPEFACES

HEADER TEXT

Open Sans Extrabold

Subheader Text

Open Sans Bold, Semi-bold

Body copy text

Open Sans Regular, Italic

VARIATIONS BASED UPON SIZE

Make slight line weight variations for the logo type, as well as the CT, so that they maintain visual weight at different sizes and read correctly for different media. Start with a 1/1 weight for the CT red and black. Make variations to keep the CT from plugging up at smaller sizes. Add some line weight to the Restoration so that it maintains its weight in relation to the black letters.



Favicon

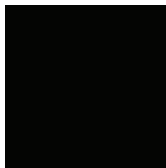


COLORS



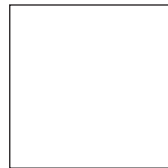
CT RED

PMS 485C
CMYK 0, 100, 100, 0
RGB 233, 8, 2
HEX #E90802



PURE BLACK

CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX #000000



WHITE

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF



GRAY

CMYK 0, 0, 0, 74
RGB 66, 66, 66
HEX #424242



GRADIENT

HEX #808080
#CCCCCC

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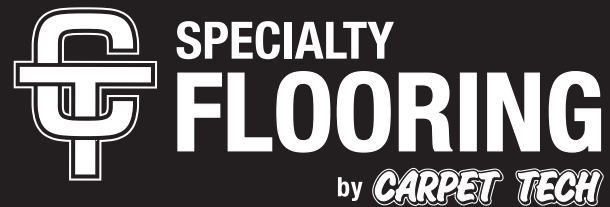
FILLED LOGO - WHITE



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REVERSED LOGO - WHITE

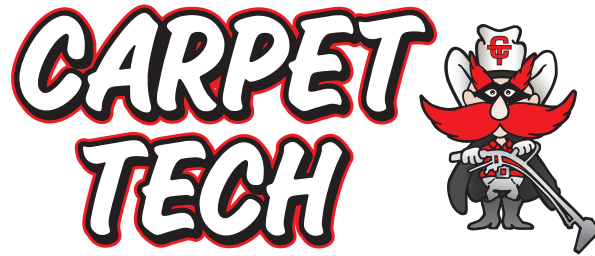


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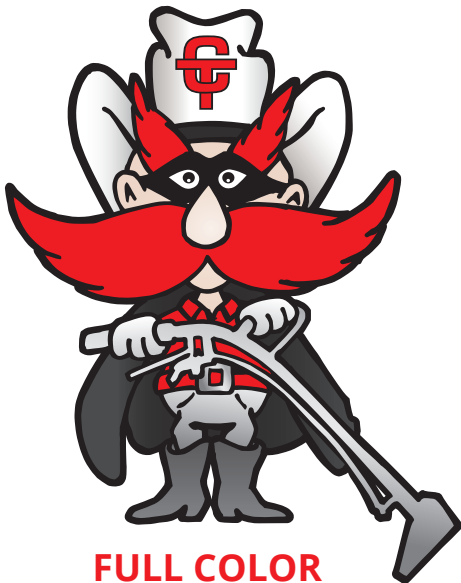
**CARPET
TECH**

CARPET TECH

SECONDARY LOGO - COLOR W/ JESTER



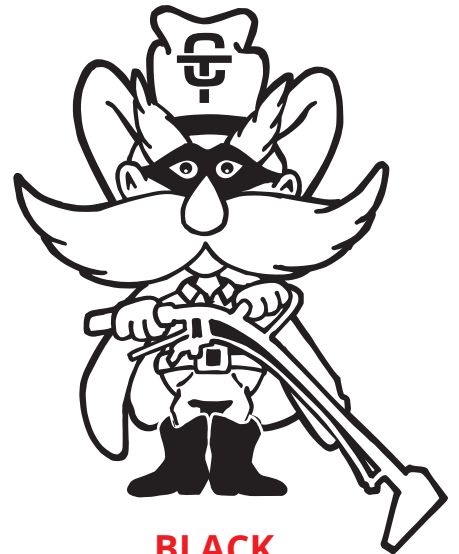
JESTER



FULL COLOR



FLAT - 3 COLOR



BLACK

OUTLINED LOGO - BLACK

**CARPET
TECH**

CARPET TECH

OUTLINED LOGO - WHITE

**CARPET
TECH**

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FILLED LOGO - BLACK

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REVERSED LOGO - BLACK

**CARPET
TECH**

CARPET TECH

REVERSED LOGO - WHITE

**CARPET
TECH**

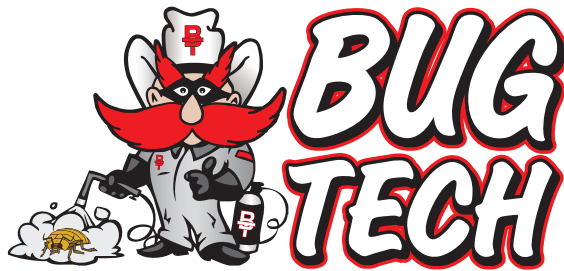
CARPET TECH

PRIMARY LOGO - COLOR

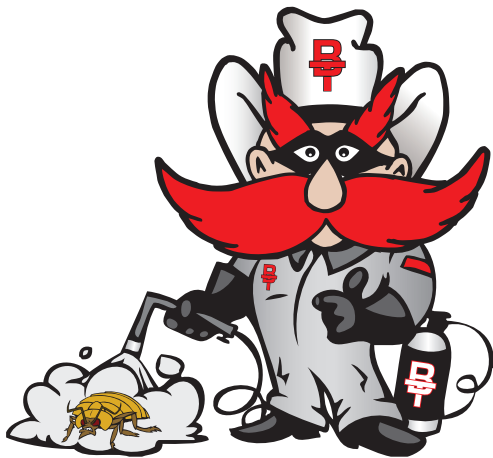
**BUG
TECH**

BUG TECH

SECONDARY LOGO - COLOR W/ JESTER



JESTER



FULL COLOR



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**BUG
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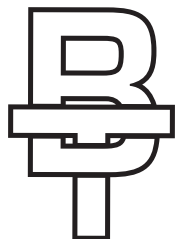
BUG TECH

REVERSED LOGO - WHITE

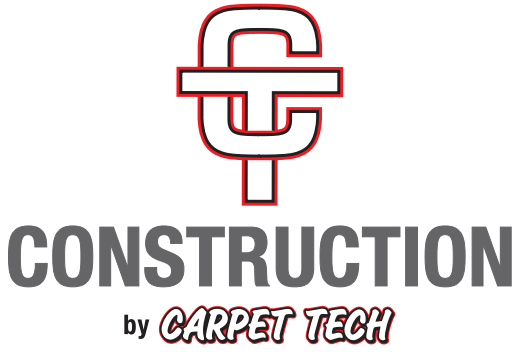
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TECH**

BUG TECH

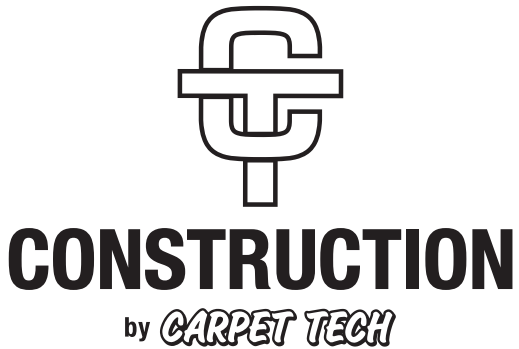
ICONS



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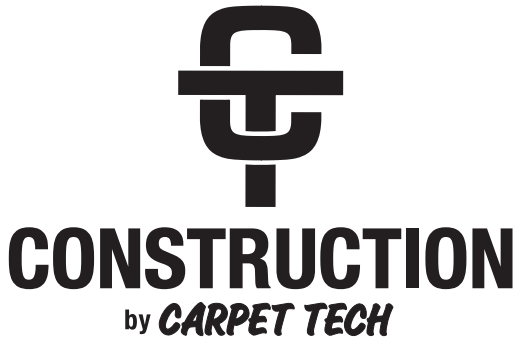
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