







The overall color palette should be limited to two main colors with a third possibly added as an accent. Please be aware of using knock-out white as an effective third or fourth color in your design. The result of limiting color is strong readability with a consistent iconic look.



For most applications it is best to use a darker color for the outer band and knock-out the type around it. Be sure to choose a color with a strong contrast to the background. If the band is light then choose your darker color for the type.