

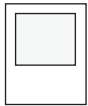
PRIMARY LOGOTYPE – Squared version



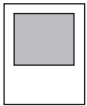
PRIMARY LOGOTYPE – Horizontal version



COLOR SPECIFICATIONS



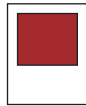
PANTONE
COOL GREY 1C
c0 m0 y0 k0
r250 g250 b250
#fafafa



PANTONE
COOL GRAY 3C
c0 m0 y0 k30
r198 g198 b198
#c6c6c6



PANTONE
BLACK 6C
c92 m76 y56 k78
r16 g24 b31
#10181f



PANTONE 704C
c24 m93 y78 k20
r162 g41 b46
#a2292e

BRAND APPROVED FONT

ROCKWELL: REGULAR

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ROCKWELL: BOLD

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

HELVETICA NEUE: REGULAR

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

HELVETICA NEUE: BOLD

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SLOGANS

Client logo should appear 50% larger than all sponsor logos.

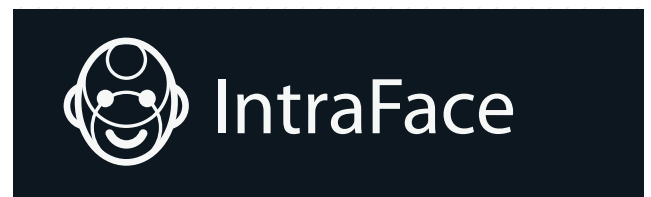
ALTERNATIVE LOGO VERSIONS & SPECIFICATIONS



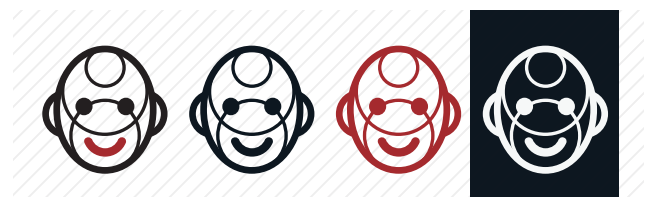
BLACK VERSION



RED VERSION

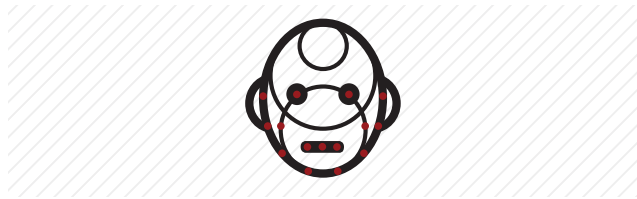


WHITE VERSION



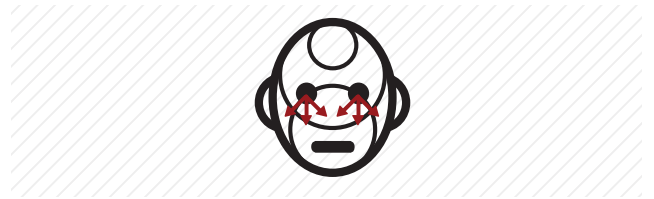
STANDALONE IMAGOTYPE

ALTERNATIVE IMAGOTYPE VERSIONS & SPECIFICATIONS

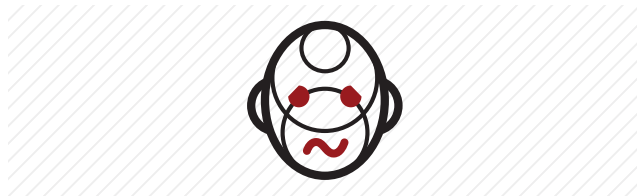


TRACKING

ALTERNATIVE IMAGOTYPE VERSIONS & SPECIFICATIONS



GAZE



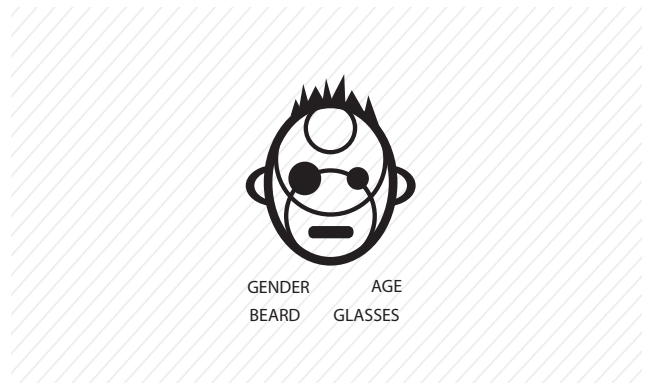
FACIAL EXPRESSION



FACIAL EXPRESSION TRANSFER



FACE RECOGNITION



FACIAL ATTRIBUTES

SLOGANS

What the face reveals.