Smart Apply®

Intelligent Spray Control System™

Visual Identity Guidelines

UPDATED 12/29/2023

Smart Apply®
Intelligent Spray Control System™

Helvetica Neue Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*?<>(){}[]

Helvetica Neue Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*?<>(){}[]

Helvetica Neue Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*?<>(){}[]

C 85		R 48
M 60		G 105
Y 0		B 178
K 0		# 3069B2

C 60		R 110
M 20		G 149
Y 100		B 59
K 10		# 6E953B

C 0		R 88
M 0		G 89
Y 0		B 91
K 80		# 58595B

Stacked Logo

Logo Usage

T-Shirts

Hats

Dress Shirts