



PRIMARY



PRIMARY REVERSE



1-COLOR BLACK



REVERSE

PRIMARY LOGOS

Default logos to be used in property applications

SECONDARY LOGOS

Secondary logos to be used in one-color or reverse applications when Primary logos cannot be used.

NAMING OF FILES

MARSHA_PrimaryRev_PMS.eps

MARSHA

Descriptor

Color
Formula

File
Format

The last letters in the file name represent the file format.
For example:

.eps is for Encapsulated Post Script

.jpg is for Joint Photographic Expert Group

.png is for Portable Network Graphics

NAMING OF FILES



MARSHA_Primary_PMS.eps



MARSHA_PrimaryRev_PMS.eps



MARSHA_1CBlack.eps



MARSHA_Reverse.eps

Note: No color formula needed
in file name



MARRIOTT RED

PMS 201
C7 M100 Y68 K32
R160 G7 B43
#A0072B



CHALKBOARD

PMS 426
C0 M0 Y0 K99
R38 G35 B36
#262324

QUESTIONS:

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