

"Be a fan" Campaign Graphic Guidelines

Elements	Minimum Clear Space	Minimum Size	Programs Customization		

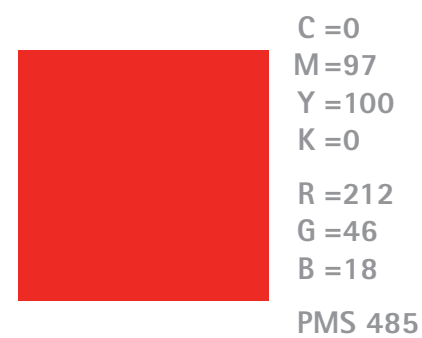
Fonts

Rotis Sans Serif 45 Light	Rotis Sans Serif 55	Rotis Sans Serif 75 Extra Bold	Headline Text (Rotis Sans Serif 55)	Body Text (Rotis Sans Serif 45 Light)
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%\$%?	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%\$%?	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%\$%?	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%\$%?	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%\$%?

Times New Roman Bold Italic (Region Name / Program Name / Sub-Program Name)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%\$%?

Color Usage



C = 0
 M = 97
 Y = 100
 K = 0
 R = 212
 G = 46
 B = 18
 PMS 485



C = 0
 M = 0
 Y = 0
 K = 100
 Pantone Process Black

Photos Usage (Available on KMS)

