

The primary logo consists of the brandmark spear and the accompanying wordmark and should always be used first when applicable. However, when necessary, the brandmark and the wordmark can be used by themselves. The generic-location logo should be used when referring to multiple Breakthru locations, but not the group as a whole. The individual state logos should be used first when speaking about a specific location.

## PRIMARY LOGOS



Vertical Logo



Horizontal Logo



Wordmark



Brandmark "Spear"

## LOCATION LOGOS



Generic Vertical



Generic Horizontal



State Logo Vertical



State Logo Horizontal

## DOWNLOAD ASSETS

## LOGO PARAMETERS

In order to maintain the integrity of the logotype, it is important that no other logos, type or graphical elements infringe on it's space. The size of the "B" should be used as safe space surrounding the mark.



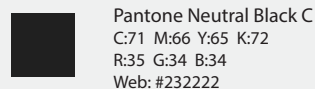
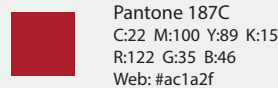
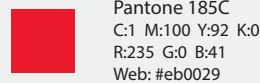
## LOGO VIOLATIONS

In order to maintain the integrity of the brand image, never alter or use anything but the approved logos.

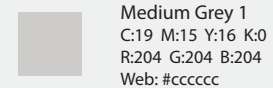
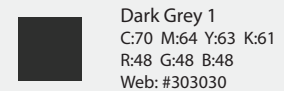
- Do not add any effects to the logo.
- Do not distort or skew the logo.
- Do not change the colors of the logo/spear.
- Do not rotate the spear.
- Do not rotate the logo in any manner.
- Do not scale the text in the logotype.
- Do not change the typeface of the logo.

## COLOR PALETTE

### PRIMARY



### SECONDARY



## TYPOGRAPHY

### ALTERNATE GOTHIC NO. 1 D (Print)

ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890

\*Should only be used as All Cap Headlines

### Helvetica Condensed Light (Print)

ABCDEFGHIJKLMNPOQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Gotham Bold (Print)

ABCDEFGHIJKLMNPOQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Open Sans (Web)

ABCDEFGHIJKLMNPOQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890