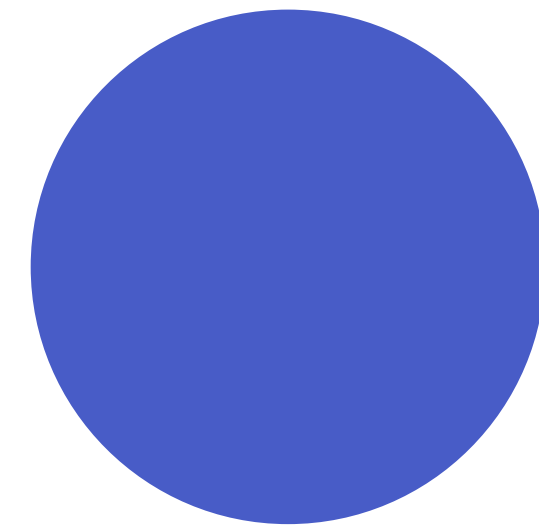
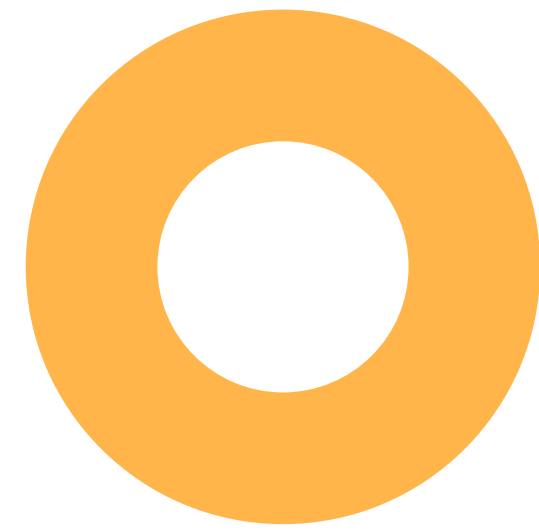
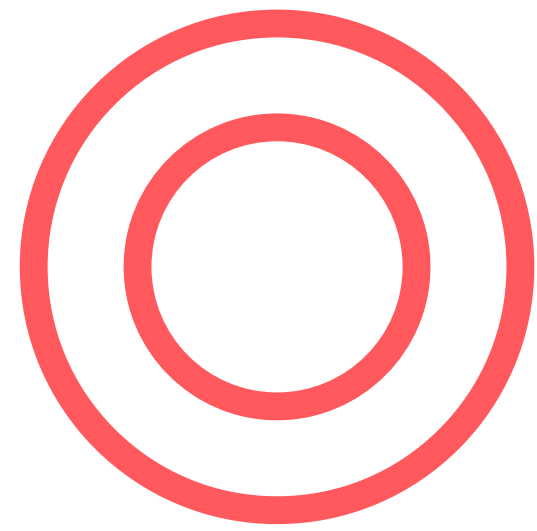


proxy™

Brand *Guidelines*

proxy™



to-d◎

doing...

done.

proxy™

proxy™

proxy™

Stolzi

Book Regular **Bold**

Aa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm Nn Oo
 Pp Qq Rr Ss Tt Uu Vv
 Ww Xx Yy Zz
 0 1 2 3 4 5 6 7 8 9

Century Schoolbook

Regular *Italic* **Bold *Italic***

Aa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm Nn Oo
 Pp Qq Rr Ss Tt Uu Vv
 Ww Xx Yy Zz
 0 1 2 3 4 5 6 7 8 9

Super Serious

STOLZL / REGULAR
 FONT SIZE: Xpt
 TRACKING: -30

CENTURY SCHOOLBOOK / BOLD
 FONT SIZE: Xpt + 3pt
 TRACKING: -50

Super Serious

STOLZL / BOOK
 FONT SIZE: Xpt
 TRACKING: -30

CENTURY SCHOOLBOOK / REGULAR
 FONT SIZE: Xpt + 3pt
 TRACKING: -50

Super *Serious*

STOLZL / REGULAR
 FONT SIZE: Xpt
 TRACKING: -30

CENTURY SCHOOLBOOK / BOLD ITALIC
 FONT SIZE: Xpt + 3pt
 TRACKING: -50

Super *Serious*

STOLZL / BOOK
 FONT SIZE: Xpt
 TRACKING: -30

CENTURY SCHOOLBOOK / ITALIC
 FONT SIZE: Xpt + 3pt
 TRACKING: -50



RGB 255 88 93
CMYK 0 70 58 0
HEX FF585D



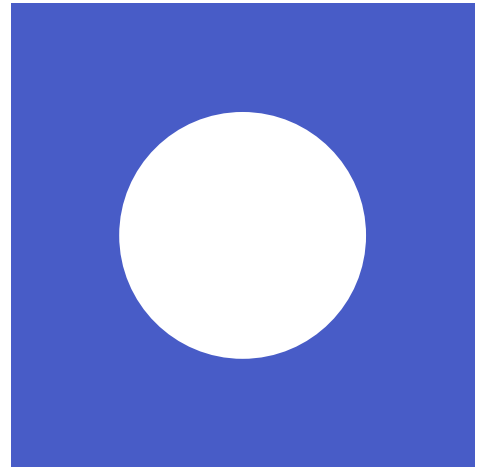
RGB 255 181 73
CMYK 0 34 76 0
HEX FFB549



RGB 72 92 199
CMYK 81 70 0 0
HEX 485CC7



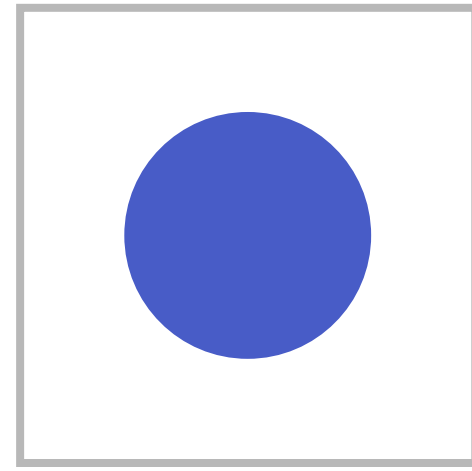
RGB 91 30 41
CMYK 99 74 31 84
HEX 131E29



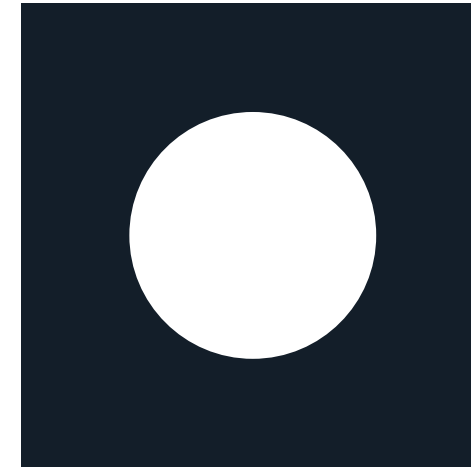
White On Royal



Blue On Royal



Royal On White



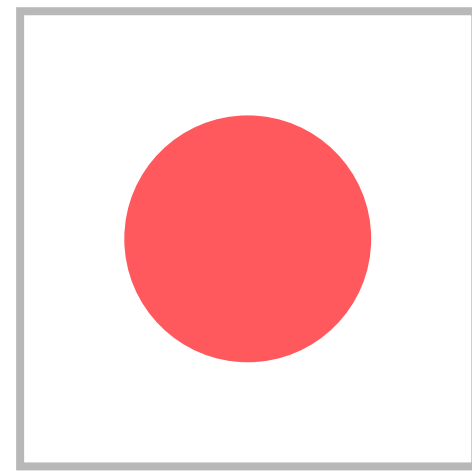
White On Blue



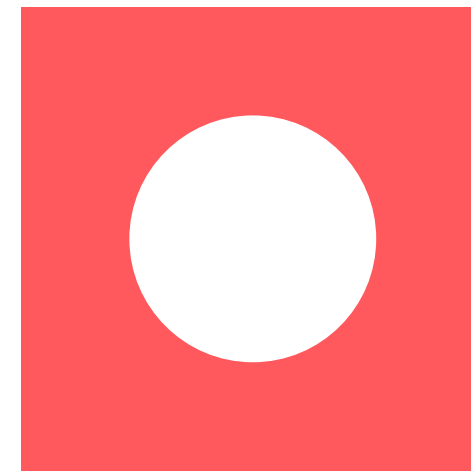
Blue On Red



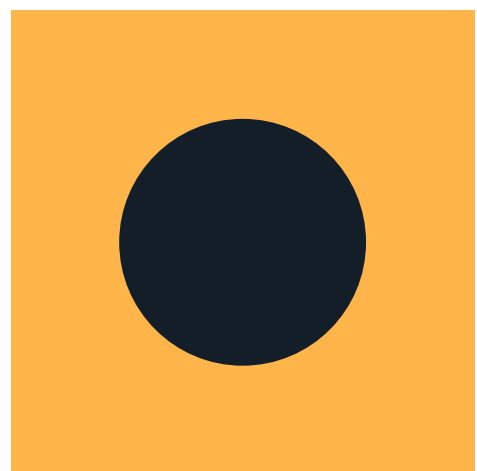
Red On Blue



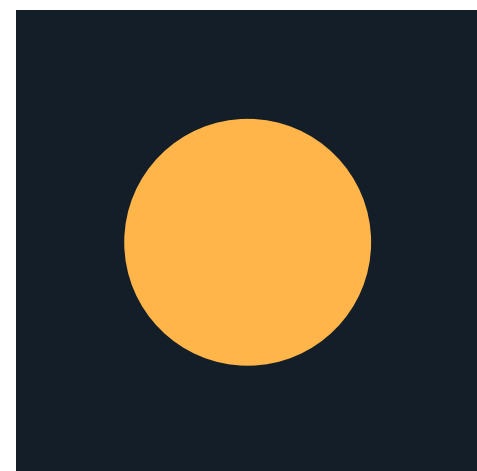
Red On White



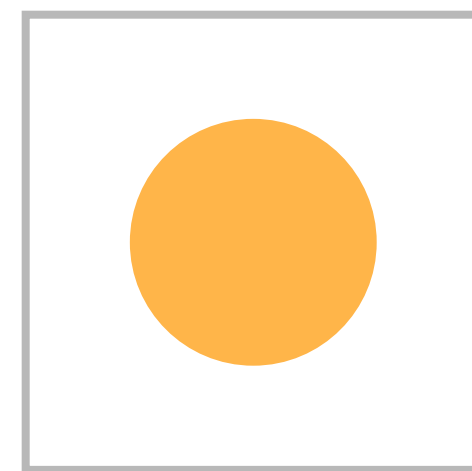
White On Red



Blue On Yellow



Yellow On Blue



Yellow On White

These are the color variants for both print and screen usage. These combinations have been carefully selected and should be referenced for usage of the Proxy logo, symbols, and most importantly typography. Do not render in other combinations unless absolutely necessary.

In situations with colorless printing, feel free to render in black on white or white on black.



DO NOT add harsh shadows. Shadows should only be applied if necessary for legibility purposes. If any, shadows should be used subtly.



DO NOT add strokes to logo if it has a fill. Strokes are only to be used when the logo has no fill and is not being used as the primary brand indicator.



DO NOT render in colors or combinations outside of this guide. Please reference color usage page for more info.



DO NOT rearrange or resize individual letters of the logo. No exceptions.



DO NOT remove or resize Trademark Pending symbol. No exceptions.