

Identity Specification Guide

Campbell Fittings

COLORS

Production of artwork by different techniques may require the use of different color matching systems. For the most consistent use of corporate colors the recommended breakdowns are as follows:

PRINTING

Pantone® (PMS)

RED	PMS 186
BLACK	100% BLACK

4-Color Process (CMYK)

RED	C-12 / M-100 / Y-91 / K-3
BLACK	C-0 / M-0 / Y-0 / K-100

ON-SCREEN

Web-Safe (HEX)

RED	CE0E2D
BLACK	000000

RGB

RED	R-206 / G-14 / B-45
BLACK	R-0 / G-0 / B-0

FONTS

Campbell Fittings

Gibson Bold

FILE USAGE

Use of digital artwork in different applications requires the use of different digital file formats. To ensure the best quality reproduction, the following file format uses are suggested:

For Printing and Production:

Use Pantone or CMYK color breakdowns
(.EPS vector files)

On-Screen:

Use RGB or HEX color breakdowns
(.JPG or .PNG files)

Microsoft Word / PowerPoint / Excel

.JPG
.PNG

Web (HTML)

.JPG
.PNG

InDesign / QuarkXPress / Pagemaker

.EPS
.PDF
.TIF

