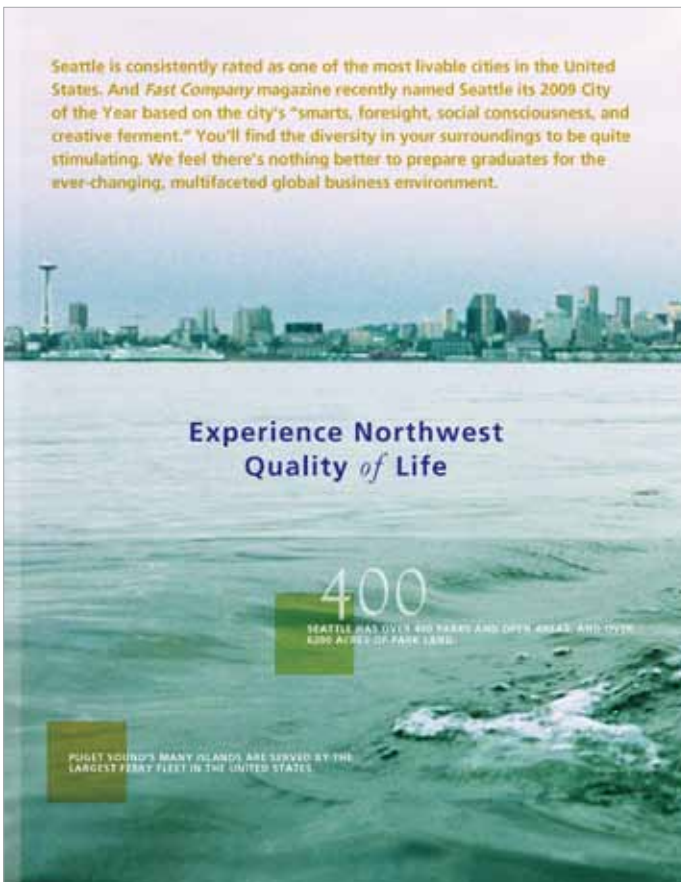


Brand Expression: Visual Guidelines

Putting It Together

Typography

See the different typography options come together in a finished layout.





Brand Expression: Visual Guidelines

Putting It Together

Multiple Overlapping Effects

See how all these design elements come together to create a finished piece. You'll notice that many overlapping elements are used to create the overall look. Any of these elements can work together with photography, type and color, to create a visually pleasing and information rich communications piece.





Brand Expression: Visual Guidelines

Putting It Together

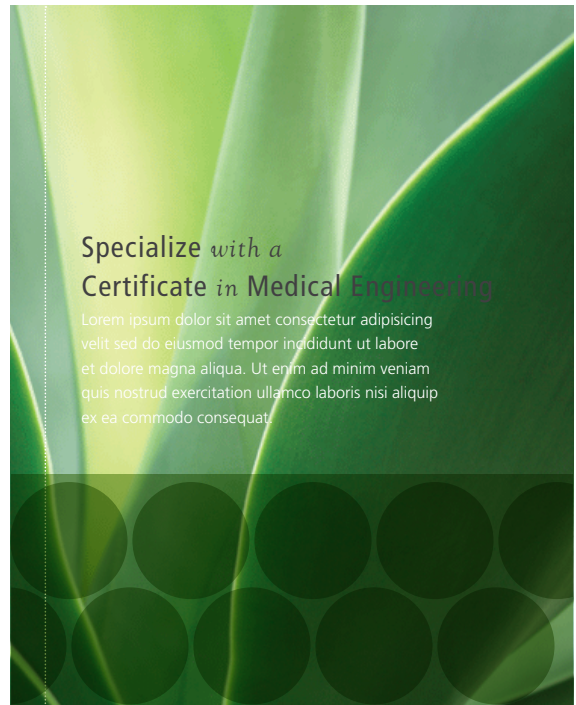
Multiple Overlapping Effects

The following are samples of how multiple overlapping design elements can come together to create a finished piece.



Overlap photography with transparent shapes using colors from the palette.

Include a band of color that will stretch across the page.



Include information graphic elements and your copy to complete your page.