CART™

**COALITION AGAINST
RETAIL THEFT**

Minimum Size

.75"

Logo must be no smaller than .75" tall for print.

Logo Color

CMYK 0/35/85/0
RGB 251/176/64
HEX #FBAF3F
PMS 137c

CMYK 0/0/0/40
RGB 167/169/172
HEX #A7A9AB
PMS Cool Gray 6c

Clear Space

Always maintain clear space around the logo to protect the logo from distracting graphics. Measure clear space by the lenght of the letter "C" in the logo.

Logo Font

FREIGHT SANS PRO – BOLD

**1234567890!@#$%ˆ&*()=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

CART™
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RETAIL THEFT

2 Color

CART™
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Black

CART™
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1 Color

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Grey

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Reversed 2 color

CART™
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Reversed 1 color