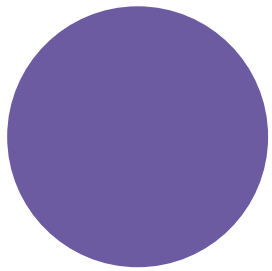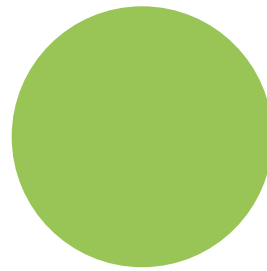## PRIMARY LOGO

This is our primary logo and should be used wherever possible.

COLOR SCHEME

HEX: #715aa6
RGB: 113 90 166
CMYK: 65 74 0 0
Pantone: Pantone 7676 C

HEX: #99c556
RGB: 153 197 86
CMYK: 50 0 98 4
Pantone: Pantone 367 C

VARIATIONS

In the instance where the full-color logo can not be used, there are two variations available.

SPACING

Always preserve clear space around the P4 logo. It is required to provide clarity and breathing room.

COLOR

Changing the logo color is strictly not permitted. The P4 logo should be used in its full color option or all-black or all-white when required.

ELEMENTS

Changing the P4 logo elements is strictly not permitted.

SCALING

Scaling or stretching the P4 logo away from its normal proportions is strictly not permitted.