

INTRO

It's important to maintain consistent Counteract visual communications across all media. The strength of the Counteract brand depends on a consistent presentation of our brand identity at every level, in all regions.

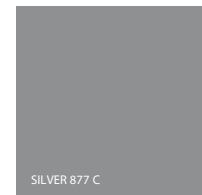
PRIMARY LOGO



PRODUCT LOGOS



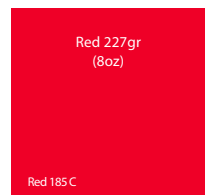
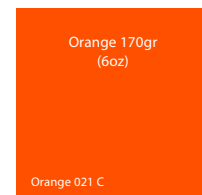
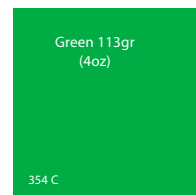
PRIMARY COLOR PALETTE



PMS REFLEX BLUE C
CMYK 100.89.29.15
RGB 0.0.117
HEX 000075

185 C
5.100.82.1
227.0.31
e3001f

877 C
45.35.35.14
123.125.125
7b7b7b

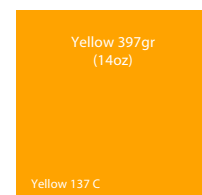
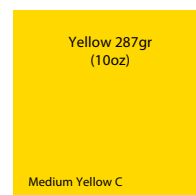


PMS 354 C
CMYK 91.0.96.0
RGB 0.164.50
HEX 00a432

326 C
83.4.43.0
0.161.153
00a199

Orange 021 C
0.78.100.0
255.55.0
ff3700

185 C
5.100.82.1
227.0.31
e3001f



PMS Medium Yellow C
CMYK 7.13.100.0
RGB 255.212.0
HEX ffd400

REFLEX BLUE C
100.89.29.15
0.0.117
000075

Yellow 137 C
0.44.93.0
255.146.0
ff9200

368 C
61.3.100.0
102.179.24
66b318