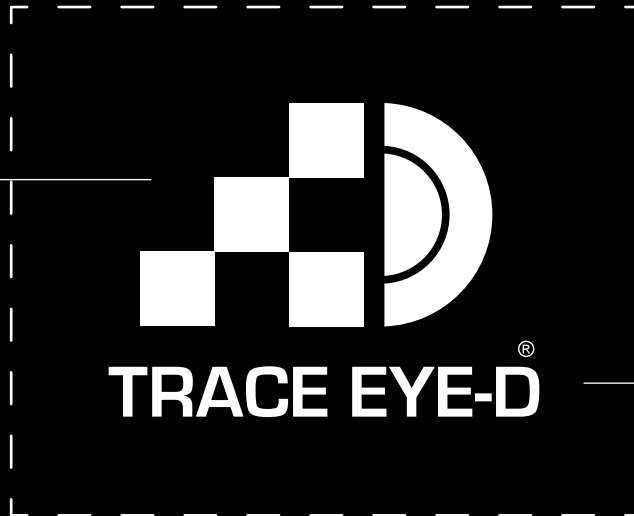


TRACE-EYE-D Logo Requirements

WHITE LOGO

100% White Fill

Use white logo on dark backgrounds



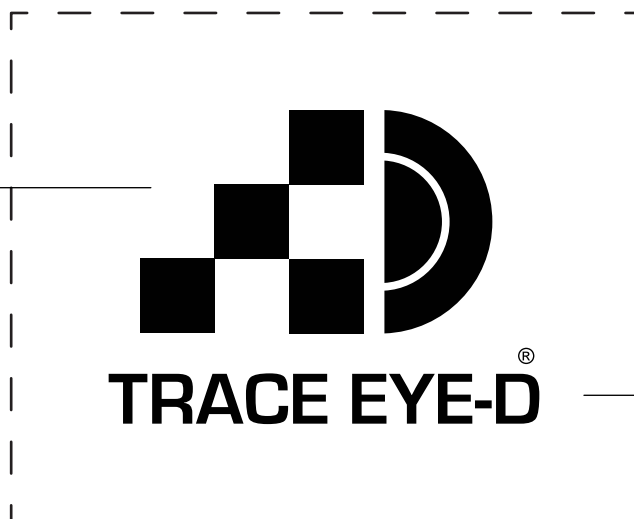
LOGO SAFE SPACE

1/2" minimum safe space around the logo. Must be clear from all elements on a page, such as text, images, or the edge of a page.

BLACK LOGO

C 60
M 40
Y 40
K 100

Use black logo on light backgrounds.



LOGO SAFE SPACE

1/2" minimum safe space around the logo. Must be clear from all elements on a page, such as text, images, or the edge of a page.

TRACE-EYE-D Typography

FONTS

PRODUCT NAME + SYMBOL
TypoGraphica

Fentanyl **F1**

HEADINGS

UPPERCASE
GOTHAM - BLACK

SUB HEADINGS

Lowercase
GOTHAM - BLACK

PARAGRAPHS

GOTHAM - Medium

LINE SPACING / KERNING / WORD SPACING

1.5 times the font size
0.12 times the font size
0.16 times the font size



ICONS
Color coded per product



PMS 225C
C 5.15 / M96.11
HEX E12490

QR Codes
Include Product Symbol in the middle of all QR codes that are product specific.

If not product specific, use Trace-Eye-D logo.

Custom Font
Structure: Open. Wipe. Look.

Font: Gotham - Black
Structure: #OWL (Capital) method (lowercase)

Font: Gotham - Black

Font: TypoGraphica



TRACE-EYE-D Typography

FONTS

PRODUCT NAME + SYMBOL

TypoGraphica

Cocaine

C34

HEADINGS

**UPPERCASE
GOTHAM - BLACK**

SUB HEADINGS

**Lowercase
GOTHAM - BLACK**

PARAGRAPHS

GOTHAM - Medium

LINE SPACING / KERNING / WORD SPACING

1.5 times the font size

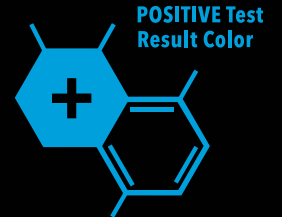
0.12 times the font size

0.16 times the font size



ICONS

Color coded per product



PMS N/A
C 81 / M 18
HEX 00A0DF

QR Codes

Include Product Symbol in the middle of all QR codes that are product specific.

If not product specific, use Trace-Eye-D logo.

Custom Font

Structure: Open. Wipe. Look.

Font: Gotham - Black

Structure: #OWL (Capital) method (lowercase)

Font: Gotham - Black

Font: TypoGraphica



TRACE-EYE-D Typography

FONTS

PRODUCT NAME + SYMBOL

TypoGraphica

Methamphetamine

M39



HEADINGS

**UPPERCASE
GOTHAM - BLACK**

SUB HEADINGS

**Lowercase
GOTHAM - BLACK**

PARAGRAPHS

GOTHAM - Medium

LINE SPACING / KERNING / WORD SPACING

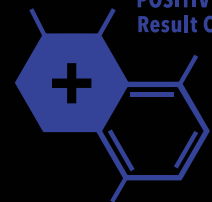
1.5 times the font size

0.12 times the font size

0.16 times the font size

ICONS

Color coded per product



POSITIVE Test
Result Color



PMS N/A
C 94 / M 88 / Y 2
HEX 344297

QR Codes

Include Product Symbol in the middle of all QR codes that are product specific.

If not product specific, use Trace-Eye-D logo.

Custom Font

Structure: Open. Wipe. Look.

Font: Gotham - Black

Structure: #OWL (Capital) method (lowercase)

Font: Gotham - Black

Font: TypoGraphica



TRACE EYE-D

TRACE-EYE-D Typography

FONTS

PRODUCT NAME + SYMBOL

TypoGraphica

Product **XXX**

HEADINGS

UPPERCASE
GOTHAM - BLACK

SUB HEADINGS

Lowercase
GOTHAM - BLACK

PARAGRAPHS

GOTHAM - Medium

LINE SPACING / KERNING / WORD SPACING

1.5 times the font size

0.12 times the font size

0.16 times the font size



ICONS

Color coded per product



PMS N/A

C 39 / M 47 / Y 99 / K 17

HEX 91742D

Explosive texture image

QR Codes

Include Product Symbol in the middle of all QR codes that are product specific.

If not product specific, use Trace-Eye-D logo.

Custom Font

Structure: Open. Wipe. Look.

Font: Gotham - Black

Structure: #OWL (Capital) method (lowercase)

Font: Gotham - Black

Font: TypoGraphica

