

# PYLE AND LOWELL CENTERS

# Colors & Typography

Version: 3

Created: January 19, 2016

## Logo Colors

CMYK, PMS & RGB



**PYLE CENTER**



CMYK: 80 23 28 0  
PMS: P 121-16 C  
RGB: 13 153 174



**LOWELL CENTER**



CMYK: 0 88 84 0  
PMS: P 45-8 C  
RGB: 239 70 56

## Collateral Colors

CMYK, PMS, & RGB

ROOM CONFIGURATIONS	FEATURES & AMENITIES	CONTACT
<p>Some rooms have fixed furniture arrangements and can't be modified. Rooms are normally set with a standard configuration that is optimal for the space. There is no charge for the initial room setup; however, additional fees may apply for extreme deviations from our standard setup, for last-minute changes or major mobility alterations. Always see diagrams of optimal configurations for conference rooms with movable furniture. Audiovisual may reduce room capacities.</p>	<p>We take pride in providing services and amenities that exceed guests' expectations:</p> <ul style="list-style-type: none"> <li>We offer eight-hour chairs that ensure comfort throughout desktop events or classes. Our chairs are specifically designed to meet the needs of conference participants.</li> <li>Both conference centers are fully supported with educational technology specialists, which means you will always have support and help readily available.</li> <li>Guest services is conveniently located on our first floor.</li> <li>Whiteboards are in every meeting room.</li> <li>Wall-mounted tack boards allow for easy hanging of display and presentation materials.</li> <li>We offer full food and beverage service.</li> <li>Meeting rooms refreshed at lunch and during breaks.</li> <li>Filtered water in meeting rooms is complimentary.</li> <li>Both facilities provide free wireless internet access throughout.</li> <li>Every room is both Mac and PC compatible. Smartphones are supported.</li> <li>Phone service is available in meeting rooms.</li> <li>Both facilities welcome users with special needs. We offer assistive listening services, closed captioning and video calls for anyone using sign language, and our facilities are fully accessible to those with physical challenges.</li> <li>Coordinators Rooms available at Pyle Center and Lowell Center.</li> <li>Full service, on-site Registration Services</li> <li>137 Guest Rooms</li> </ul>	<p><b>PYLE CENTER</b> 702 Langdon Street Madison, WI 53706 (608) 262-0881 pyle@uwextension.com</p> <p><b>LOWELL CENTER</b> 900 Langdon Street Madison, WI 53703 (608) 262-0820 lowell@uwextension.com</p>



CMYK: 80 23 28 0  
PMS: P 121-16 C  
RGB: 13 153 174  
Screen: 80%



CMYK: 36 35 38 0  
PMS: Warm Gray 6 C  
RGB: 170 158 151  
Screen: 80%



CMYK: 20 20 23 0  
PMS: Warm Gray 2 C  
RGB: 204 194 187  
Screen: 80%



CMYK: 0 88 84 0  
PMS: P 45-8 C  
RGB: 239 70 56  
Screen: 80%

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## Typography

Logo Font

# Brandon Grotesque Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

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Collateral Headline

# Brandon Grotesque Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

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Collateral Body Copy

# Omnes Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9