

LOGO COLOR VARIATIONS (Black boxes represent fields of color, the logo does not need to appear in a box.)



Logo - Red



Symbol - Red



Reversed Logo - Red



Reversed Symbol - Red



Logo - Black



Symbol - Black



Reversed Logo - Black



Reversed Logo - Black

LOGO IN COPY

When using the brand name in copy, 7eye should appear as it does here. The numeral 7, followed by the word eye in lowercase. 7eye should not be italicized to try and imitate the logo, but may be bolded if necessary.

in copy, 7eye should

INCORRECT USAGE



DO NOT Stretch Horizontally



DO NOT Stretch Vertically



DO NOT Apply Special Effects

BRAND COLORS



RED
Pantone: PMS 185
Process: 0c 100m 90y 0k
RGB: 237r 27g 47b
Hex: #ed1b2f



BLACK
Process: 10c 20m 30y 100k
RGB: 0r 0g 0b
Hex: #000000



GRAY
 Different values of gray may be created by using percentages of black.

RED Background

TEYETM



BLACK Background

TEYETM



WHITE Background

TEYETM



METALLIC Background (Metallic surface must have enough contrast for the red to be legible.)

TEYETM

