

HORIZONTAL LOCKUP WITH CLEAR SPACE



STACKED LOCKUP



VERTICAL LOCKUP



THE CLEAR SPACE AROUND THE LOGO IS EQUAL TO THE HEIGHT OF THE LETTER "T" IN THE LOGO. PLEASE USE THIS SPACING FOR THE HORIZONTAL, STACKED AND VERTICAL LOCKUPS.

COLOR PALETTE



PMS: 2965 C  
CMYK: 100/39/0/76  
RGB: 0/38/62  
HEX: 00263E



PMS: 116 C  
CMYK: 0/19/100/0  
RGB: 255/206/0  
HEX: FFCE00



CMYK: 0/0/0/0  
RGB: 255/255/255  
HEX: FFFFFFFF

TYPOGRAPHY

**FRANKLIN GOTHIC HEAVY**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**FRANKLIN GOTHIC DEMI**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**FRANKLIN GOTHIC MEDIUM**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**FRANKLIN GOTHIC BOOK**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**FRANKLIN GOTHIC CONDENSED DEMI**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**FRANKLIN GOTHIC CONDENSED MEDIUM**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

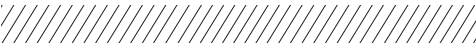
**FRANKLIN GOTHIC CONDENSED BOOK**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

BRAND IDENTIFIERS

SOLID BAR



TRACTION BAR



RULE LINE



ACTION BARS



GATES HISTORY AND HERITAGE MESSAGING

**EST. 1911**

**EST. 1911 | COLORADO**

**EST. 1911 | DENVER, COLORADO**



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