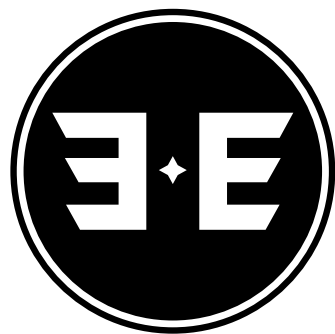
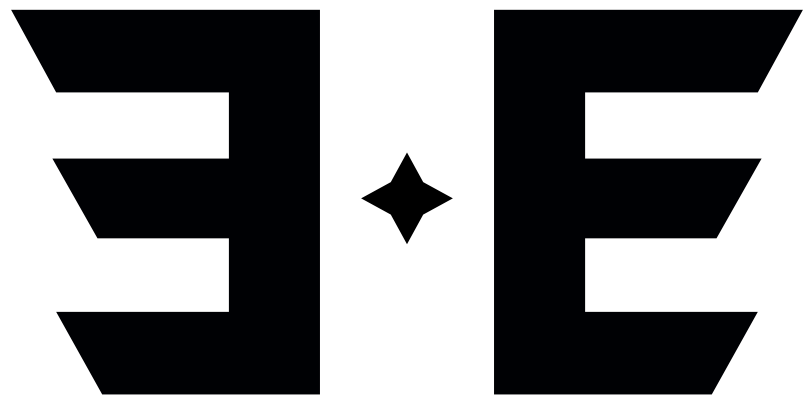




LOGO COMPARISONS:



PRIMARY ICON & VARIATIONS:



PRIMARY ICON & WORDMARK / VERTICAL LOCKUP:

PRIMARY ICON & WORDMARK / VERTICAL LOCKUP ON BLACK SQUARE:



PRIMARY ICON & WORDMARK / HORIZONTAL LOCKUP:



ICON & WORDMARK / EXTREME HORIZONTAL LOCKUP:

DOUBLE ♦ E
PERFORMANCE CENTER

PRIMARY WORDMARK

INVERTED "E's" IN "PERFORMANCE CENTER"

DOUBLE ♦ E
PERFORMANCE CENTER

DOUBLE ♦ E
PERFORMANCE CENTER

SUGGESTED

ALTERNATIVE



WORKING COLOR PALETTE



COLOR STUDIES

PLUTO SANS

PRIMARY TYPE FAMILY - HEADLINES

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ!@#\$%&
abcdefghijklmnopqrstuvwxyz1234567890*.,

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ!@#\$%&
abcdefghijklmnopqrstuvwxyz1234567890*.,

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ!@#\$%&
abcdefghijklmnopqrstuvwxyz1234567890*.,

Thin

Extra Light

Light

Regular

Medium

Bold

Heavy

Black

Pluto

primary type family - BODY COPY

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ!@#%&
abcdefghijklmnopqrstuvwxyz1234567890*.,

Thin

Extra Light

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ!@#%&
abcdefghijklmnopqrstuvwxyz1234567890*.,

Light

Regular

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ!@#%&
abcdefghijklmnopqrstuvwxyz1234567890*.,

Medium

Bold

Heavy

Black

HEADLINE TITLE 2019

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Nemo enim ipsam **voluptatem** quia voluptas sit aspernatur aut odit aut dolore fugit. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, *sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem...*