

BRAND GUIDELINES

USAGE

Never size the logo smaller than the specified size.



Minimum print size is 50 pixels



Minimum web size is 35 pixels



Use the standard logo on dark backgrounds

IDENTITY

Our logo






Logo spacing



Clear space is determined by the width of the logo mark. Text, photos, or other graphic elements should never encroach on this space.

BRAND COLORS

| | |
|---|--|
|  | # 005da4 RGB 0 93 164 CMYK 95 68 5 0 |
|  | # b2afb3 RGB 178 175 179 CMYK 32 26 24 0 |
|  | # ffffff RGB 255 255 255 CMYK 0 0 0 0 |

Logo variations



Horizontal logo



Emblem logo



Vertical logo

Color variations



LOGO IMPROPER USE

Our logo has been designed to offer flexibility in a variety of designs and media, consistently linking touchpoint to touchpoint. Always use the approved digital artwork.



Don't stretch, distort or crop in any way



Don't use colors outside the color palette



Don't rotate the logo



Don't change the logo