



## BRAND GUIDELINES

# CORPORATE IDENTITY (AKA “the logo”)

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A logo is specific and nonnegotiable.

A corporate identity is the overall image of a corporation or firm or business in the minds of diverse publics, such as customers and investors and employees.

Always use an original logo art file.

*Never alter the logo in any way.*

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## **This is the primary Logo, with tagline.**

Use it whenever someone views your brand for the first time.



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## **This is the primary Logo, without tagline.**

Use it when someone already viewed your logo with the tagline.



**This is the icon.** It’s like a visual short-hand of the logo. Use it when someone already viewed your full logo, to reinforce brand identity without needing to explain. Or use when you have a very small space to display your logo (like a profile pic online).



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## **This is the secondary Logo, with tagline.**

Use it whenever someone views your brand for the first time, and you have a very vertical/narrow space to display your logo.



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## **This is the secondary Logo, without tagline.**

Use it when someone already viewed your logo with the tagline, and you have a very vertical/narrow space to display your logo.



# USING THE BRAND COLOR PALETTE

## PRIMARY COLOR

CMYK c76m54y16k40  
RGB r51g77b104  
HEX 334d68  
PMS 534 C  
Grayscale 85% Black

## PRIMARY COLOR

CMYK c3m36y1k0  
RGB r238g178b206  
HEX eeb2ce  
PMS 203 C  
Grayscale 55% Black

## PRIMARY COLOR FOR TEXT

CMYK c6m71y26k0  
RGB r238g178b206  
HEX db718f  
PMS 7423 C

## ACCENT COLOR

CMYK c51m0y22k0  
RGB r118g204b205  
HEX 76cccd  
PMS 325 C

## ACCENT COLOR

CMYK c46m42y0k0  
RGB r142g143b198  
HEX 8e8fc6  
PMS 2715 C



## WHICH LOGO COLOR TO USE?

**RGB or HEX** (Red Green Blue or Hexadecimal) = Use for any on-screen display, including web, interactive, email, projection, social media, etc. File suffix: No file suffix included. Pixel dimensions are included for reference.

**CMYK** (Cyan Magenta Yellow Black) = Use for printed materials (includes digital and desktop printing). File suffix: "xxxxxx\_Print.xxx"

**Black (Black ink)** = Use when a vendor asks for a 1-color file for imprinting, embroidery, embossing, or other non-ink or non-traditional printing methods. File suffix: "xxxxxx\_Black.xxx"

**White** = Use when the background color makes the logo hard to see or clashes with the midnight/pink colors. Use on dark backgrounds. File suffix: "xxxxxx\_White.xxx"

**Pantone** (PMS, Pantone Matching System) = A.K.A. "Spot colors." Use for print production purposes where exact color matching is possible. TIP: often, 1- or 2-color printing is cheaper than 4-color printing. File suffix: "xxxxxx\_Print\_2c-534-203.xxx" or for Navy (PMS 534C) only, "xxxxxx\_Print\_1c-534.xxx"

## WHICH LOGO FILE FORMAT TO USE?

**WILL THE DOCUMENT BE DISPLAYED ON A SCREEN, MONITOR, OR PROJECTOR?** Then use the **RGB** version of the logo. Use the **.png** if you need a transparent background. Use the **.jpg** if the software requires it or for a solid white background. Use the **.eps** if your vendor is using professional design software.

**WILL YOU BE DESIGNING SOMETHING TO PRINT, using Word, Powerpoint, or other desktop publishing software?** If the software doesn't allow the use of a .eps or .pdf image file, use the **\_Print, .jpg** version of the logo.

**WILL YOUR DOCUMENT BE DESIGNED WITH PROFESSIONAL SOFTWARE AND PRINTED?** Use the **\_Print, .eps** version of the logo. *An EPS file provides the highest possible quality.*

**DOES YOU NEED TO PRINT THE LOGO LARGER THAN 1" TALL?** Use the **\_Print, .eps** version of the logo. An EPS file may be scaled as large as desired without losing quality.

**DO YOU WANT TO SHARE WITH SOMEONE without knowing where it will be used exactly?** Use the **.pdf** version of the logo.

