



**BUSINESS DEVELOPMENT WITH PURPOSE**

# **STYLE GUIDE**

# LOGO // variations

PRIMARY



SIMPLE



MARK



LOGO // color options

COLOR



BLACK



WHITE



# LOGO // clear space

To ensure optimal display, do not place design elements next to the logo without applying proper spacing.

HOW TO MEASURE CLEAR SPACE:  
The proper spacing is 1/2 of the mark's height and represented as "x".



## PROPER CLEAR SPACE



# LOGO // rules

Do not skew or distort



Do not place logo on an angle



Do not change the color or font of the logo



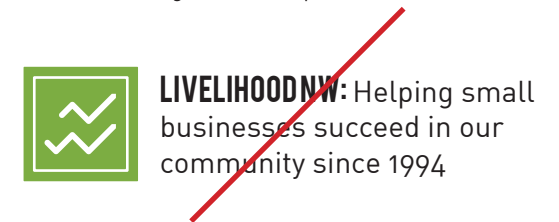
Do not place logo on a busy image



Do not place logo on a colored background that interferes with readability



Only use the mark as supplemental branding and not as the only brand placement



# COLOR PALETTE



## **DARK BLUE**

PANTONE 289 C  
CMYK: 93, 73, 50, 50  
RGB: 19, 48, 66  
HEX: #133042



## **BLUE**

PANTONE 315 C  
CMYK: 87, 50, 40, 15  
RGB: 36, 101, 121  
HEX: #246579



## **GREEN**

PANTONE 2287 C  
CMYK: 58, 13, 99, 0  
RGB: 124, 173, 66  
HEX: #7cad42



## **YELLOW**

PANTONE 012 C  
CMYK: 6, 17, 91, 0  
RGB: 243, 204, 52  
HEX: #f3cc34