

LOGO USAGE GUIDE

Primary Logo

FULL COLOR



FULL COLOR WHITE TEXT



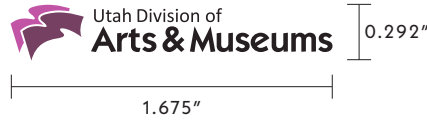
ONE COLOR



WHITE



STANDARD SIZE



CLEAR SPACE



Colors

PANTONE 2357 U



CMYK: 55, 78, 41, 23
RGB: 111, 68, 95
HEX: 6F445F

PANTONE 2353 U



CMYK: 0, 93, 79, 0
RGB: 182, 92, 176
HEX: B65CA3

Secondary Logo

FULL COLOR



FULL COLOR WHITE TEXT



ONE COLOR



WHITE



STANDARD SIZE



CLEAR SPACE



Incorrect Uses

DO NOT STRETCH OR SQUISH



DO NOT CHANGE COLORS



DO NOT ADD SHADOWS OR OTHER EFFECTS



DO NOT PUT ON TOP OF BUSY PHOTOS
(Use Black or White Logo Instead)

