



Logo Guidelines

PRIMARY LOGO

The primary version of the logo, appropriate for any type of use (print or web), is shown to the right. Use this version of the logo in 4-color, PMS, or black and white applications.



PMS 361
CMYK 69, 0, 100, 0
RGB 46, 177, 53
HEX #2eb135



PMS 1805
CMYK 0, 91, 100, 23
RGB 175, 41, 46
HEX #af292e



PMS 188
CMYK 0, 97, 100, 50
RGB 122, 37, 49
HEX #7a2531



Black
CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX #000000



Fonts: Futura Light, Futura Bold, Baskerville Italic

SECONDARY VERSIONS

You may use a grayscale version of the primary logo

For dark backgrounds, use a reversed version of the logo.

For instances where horizontal space may be limited, a stacked version can be used color, black and white or grayscale



UNACCEPTABLE

The logo must be reproduced as is, without changes to the shape or color.

Do not use the logo on backgrounds that too closely match the logo colors.



The logo may be scaled and resized proportionally and used as shown in this guide, but do not alter the logo in any other way.

- Do not change the color
- Do not stretch or compress the logo
- Do not skew or distort the logo
- Do not change the logotype
- Do not outline around the logo

