

COLOR



PANTONE: 2736
RGB: 33, 64, 154
CMYK: 100, 90, 0, 0
HEX: 21409A

PANTONE: 143
RGB: 251, 176, 64
CMYK: 0, 35, 85, 0
HEX: FBB040

PANTONE: 361
RGB: 57, 181, 75
CMYK: 75, 0, 100, 0
HEX: 39B54A

LOGO - PROPER USAGE

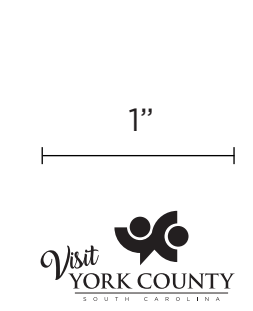


INVERSE:

The logo can also be used in solid black and solid white as needed.



LOGO - PROPER USAGE



MINIMUM LOGO SIZE:

The logo can be scaled down to 1" wide for printed and digital materials, but nothing smaller, as the mark becomes unrecognizable.



PADDING:

Allow for at least .25" on each side to pad appropriately. No competing elements such as text should interfere with this negative space.

LOGO - IMPROPER USAGE

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IMPROPER LOGO USAGE:

Inconsistent logo usage lends to sloppy branding and confusion. Always maintain proper guideline standards by avoiding the following examples of improper logo usage.



ADDING ELEMENTS:

Adding other graphic elements such as strokes or drop shadows is not permitted.



SKEWING THE LOGO:

The logo must always be scaled proportionately. It should never be skewed or stretched.



CHANGING COLOR:

No weird colors, please!
Let's keep it classy.



ALTERING THE LOGO:

Don't mess with a good thing! Let it be. Avoid playing with the sizing, scale or composition.



ALTERING THE FONT:

The logo must always maintain its integrity. Do not change the font, please!