



LOGO COLOR GUIDE:



Pantone: 187
CMYK: 5, 100, 71, 22
RGB: 167, 25, 48
Hexidecimal: #A71930
HSL (web): hsl(350,74%,38%)



Pantone: 547
CMYK: 100, 29, 27, 79
RGB: 0, 57, 70
Hexidecimal: #003946
HSL (web): hsl(191,100%,14%)

LOGO TYPEFACE: Franklin Gothic, Medium (modified)

ACCEPTABLE LOGO COLOR VARIATIONS:



1-Color Black/Gray
(Minimum contrast ratio of 4.5:1)



1-Color Logo Blue
(100% opacity)



1-Color Logo Red
(100% opacity)



1-Color White

LOGO CLEAR SPACE:

The preferred clear space around the logo is equivalent to 1 EM width squared.

Minimum Size:

In print, the logo should never appear smaller than 1" (25 mm). On screen, it should appear at least 100 pixels wide.

