





## style guide | Your Logo

### Main Logo:

This is your main logo in full color. Use this version as often as you can, but not if certain backgrounds or small sizes will compromise it's beauty.



 PANTONE Process Magenta  
0C/100M/0Y/0K

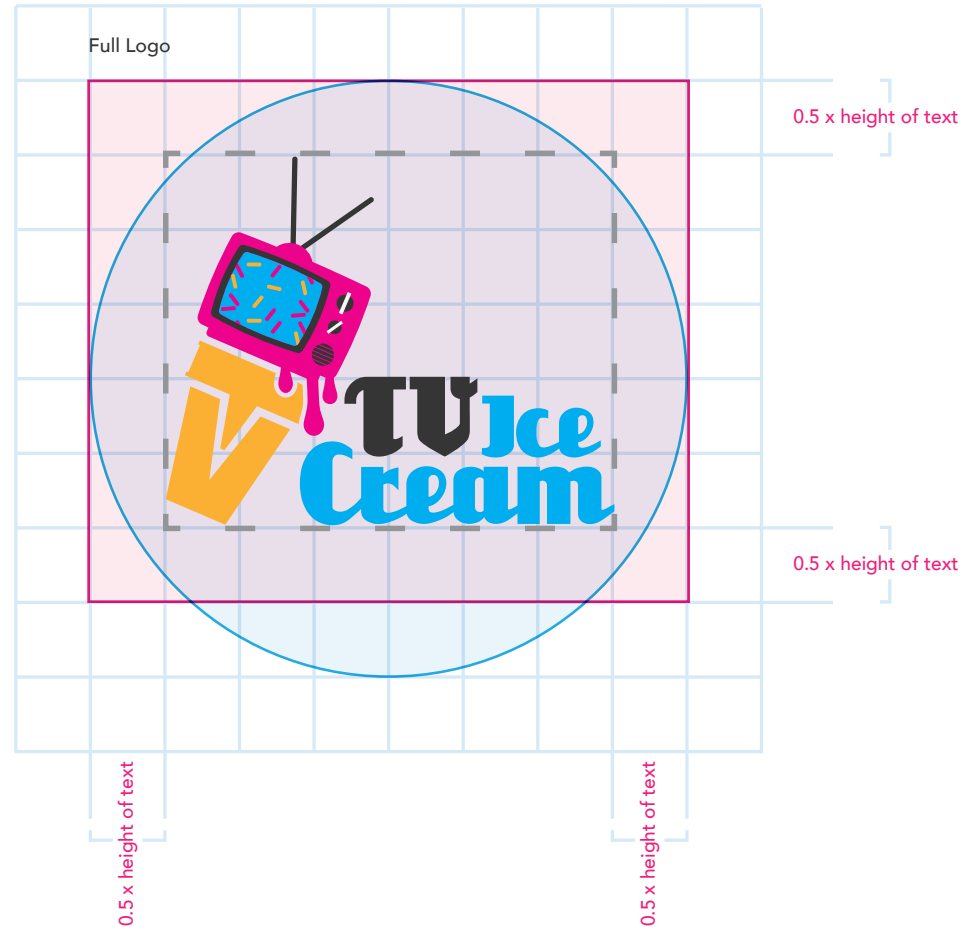
 PANTONE Process Cyan  
100C/0M/0Y/0K

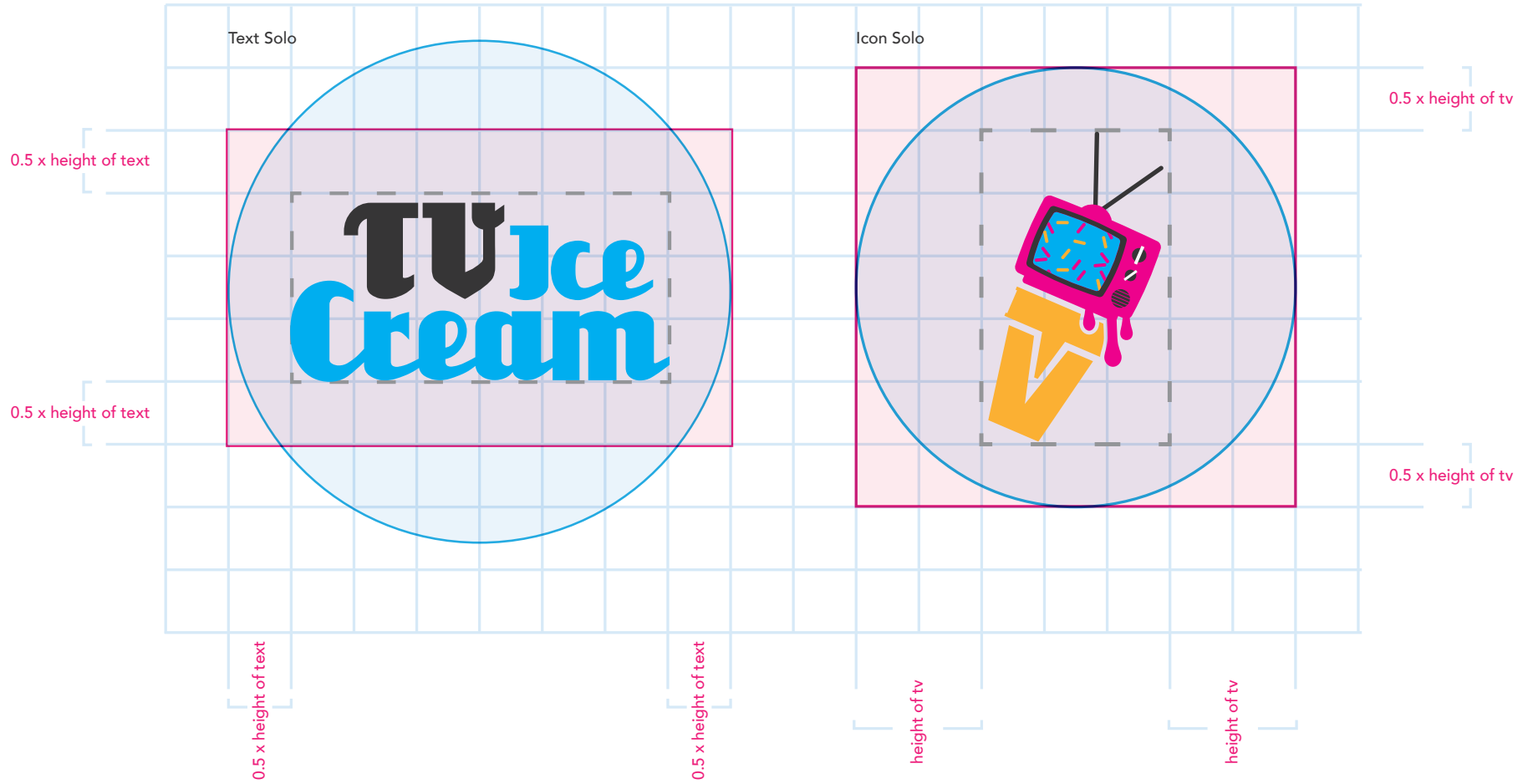
 PANTONE 137  
0C/35M/90Y/0K

 PANTONE Process Black @ 93%  
0C/0M/0Y/93K

### Clear Space:

A logo needs room to breath. This graphic establishes the minimum amount spacing your logo should have around it. No other element (text or graphics) should overlap into the defined spaces.





### Alternatives:

Sometimes you will have color constraints. Here are some alternate versions. If the background is any other pale color besides white, or a percentage of your pantone, use the black version.

White Background

4-color:



1-color:



3-color:



1-color:



2-color:



1-color:



### Alternatives:

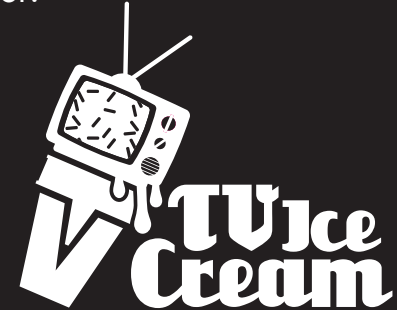
Sometimes your logo will need to be presented on a dark background. Here are some alternate versions. If the background color will be any other dark color besides black, use the white version.

#### Black Background

4-color:



1-color:



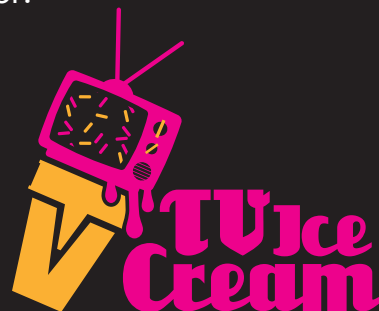
3-color:



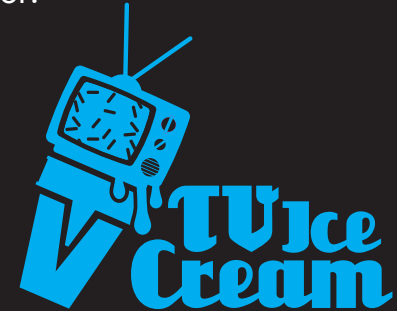
1-color:



2-color:



1-color:



### Fonts:

Your logo will often be paired with some subtext, perhaps on a website or a business card. Here I'll list some fonts that will pair well with your logo.



### Avenir 65 medium:

This is the font of choice but for instances such as a website you will have to have some back-ups.

### Arial Regular:

If Avenir is not available, Arial is an acceptable alternative.

### Verdana Regular:

If Avenir and Arial are not available, Verdana is an acceptable alternative.