

Logo Standards Guide



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Logo Standards Guide

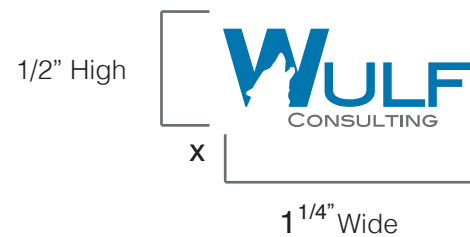
Core Elements



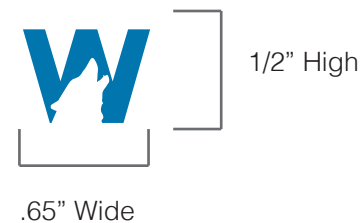
Logo Standards Guide

Sizing Guidelines

Suggested Minimum Size of Logo



Absolute Minimum Size of Logo



Logo Standards Guide

Color Guidelines



Pantone 110-7 U



Pantone 179 -10 U



C: 87
M: 30
Y: 0
K: 21



C: 0
M: 0
Y: 0
K: 70



R:0
G:118
B:173
#0075AD



R:109
G:110
B:113
#6D6E70

Black and White Treatments



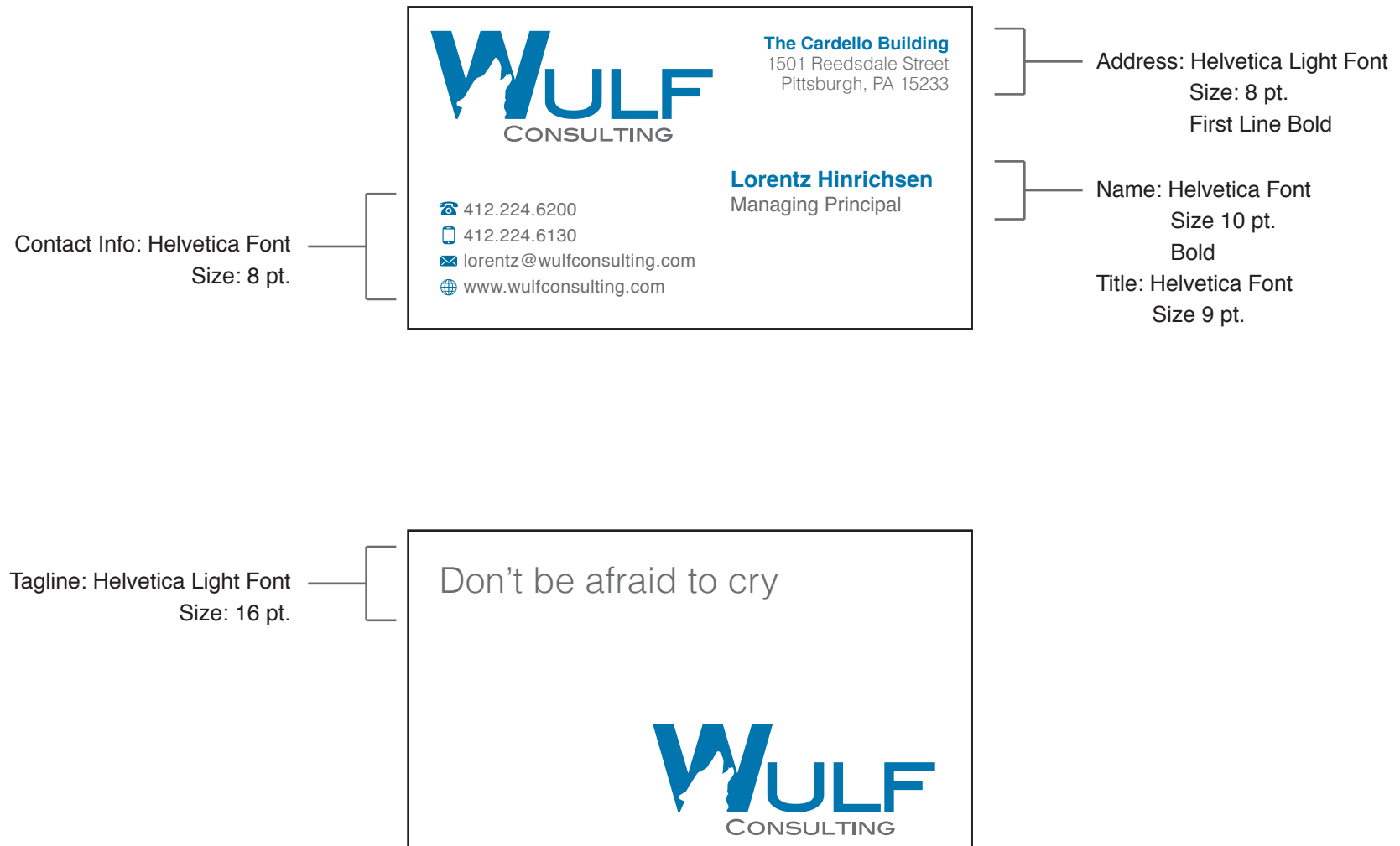
For applications where the logo is limited to black and white, the entire mark is to be shown in black (K: 100%)



For applications where the logo is applied to a dark background, the entire mark reverses to white.

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Typography



Don't be afraid to cry

