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## **Brand Guide**

2018

# LOGOS



**Main Logo**  
full color



**Main Logo with Slogan**  
full color



**Main Logo**  
full color  
with background



**Main Logo**  
B/W



**Main Logo**  
B/W  
with background



**Social Profile Logo**  
full color

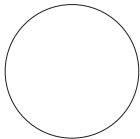


**Social Profile Logo**  
B/W

## COLORS



**BLACK**  
000000



**WHITE**  
FFFFFF



**LIGHT GRAY**  
C: 0    HEX code:  
M: 0    DADAD9  
Y: 0  
K: 20



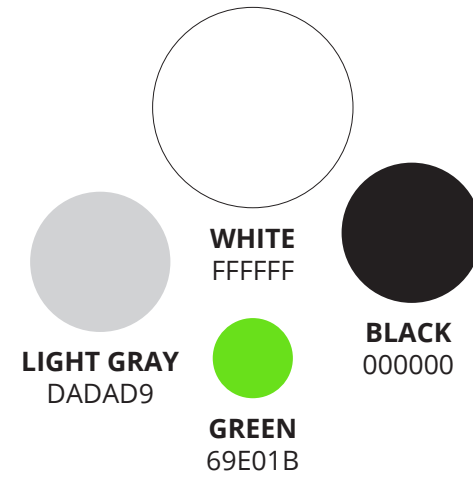
**RGB**

HEX CODE:  
69E01B

**CMYK**

C: 55  
M: 0  
Y: 100  
K: 0

## COLOR PROPORTION



\*\*\* Although individual pieces may vary, notice that the cumulative effect keeps the overall brand color balance.

## Do's

how to use the logos



Leave at least the amount of gap between letter "I" and "F" around the logo away from other graphic elements



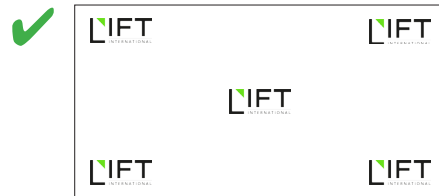
Place logo on light backgrounds



Choose logo with background when placed on photos



Place white logo on dark backgrounds when necessary



Choose corners or center for logo placement when available

## Don'ts

how not to use the logos



Place logo on dark backgrounds



Stretch, shrink, or alter the logo proportion



Add color backgrounds/lines to the logo arbitrarily



Alter, cut, or select only some portion of the logo



Place logo on busy pattern backgrounds



Add symbols or place logo close to other graphic elements



Place logo on photos that interferes with logo visibility



Rotate or place logo angled

## TYPOGRAPHY

Open Sans is a typeface that conveys a sense of strength, boldness, and clarity.

Its variety of weights made it a flexible and functional typeface suitable for multiple uses such as headline, paragraph, or display.

Open Sans Light

Open Sans is an open source typeface with many weights to choose from.

Open Sans Light Italic

*Open Sans is an open source typeface with many weights to choose from.*

Open Sans Regular

Open Sans is an open source typeface with many weights to choose from.

Open Sans Regular Italic

*Open Sans is an open source typeface with many weights to choose from.*

Open Sans Semibold

**Open Sans is an open source typeface with many weights to choose from.**

Open Sans Semibold Italic

***Open Sans is an open source typeface with many weights to choose from.***

Open Sans Bold

**Open Sans is an open source typeface with many weights to choose from.**

Open Sans Extrabold

**Open Sans is an open source typeface with many weights to choose from.**