



# Website & Brand Style Guide

9.2020

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# Logo Standards

## Primary Logo



Primary Logo



### Primary Logo

For use with all business strategy, customer experience & organizational growth project.



### Social Impact Logo Variation

For use sparingly with social or environmental impact projects

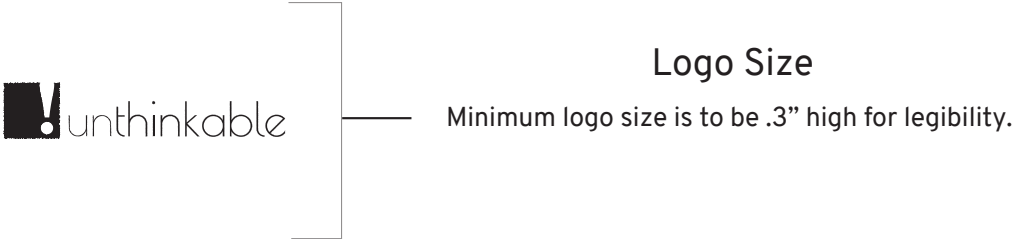
# Logo Standards

## Logo Spacing & Size



### Logo Spacing

In all instances, provide 20% of the logo's width as spacing around the logo in use.





### Full Color and Black & White Logo

When possible, use primary logo. Color must be full black to match brand standard.



### Reverse Out

Logo may be printed in all white on a black, gray, or photo background.

# Logo Standards

## What to Avoid



### Avoid Tilting the Logo

Logo should remain straight as depicted in current brand standards.



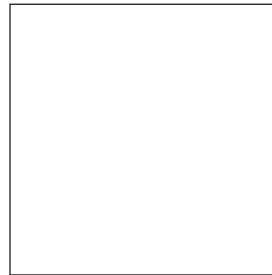
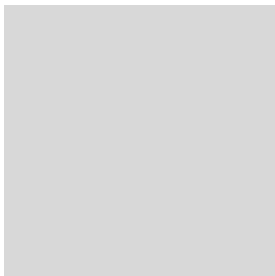
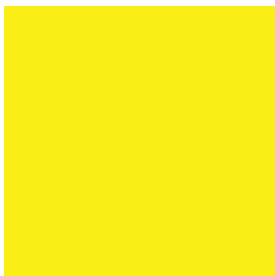
### Avoid Skewing or Stretching

Logo shape should be kept pure and not be squeezed or stretched in any direction.



### Avoid Alternative Colors

Logo should always follow brand color standards as outlined in current brand standards.

**PRIMARY COLOR****CMYK** 0, 0, 0, 100**RGB** 0, 0, 0**HEX** #000000**SECONDARY COLOR****CMYK** 0, 0, 0, 0**RGB** 255, 255, 255**HEX** #ffffff**TERTIARY COLORS****CMYK** 14, 11, 11, 0**RGB** 216, 216, 216**HEX** #d8d8d8**CMYK** 75, 68, 67, 53**RGB** 50, 51, 51**HEX** #323333**CMYK** 3, 0, 96, 0**RGB** 255, 238, 0**HEX** #ffee00

## Font Guidelines

Primary fonts are to be used when available. If primary is unavailable, Alternative font is to be used. Accent fonts are to be used sparingly in creative pieces. Script font is not to be used in body copy.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmno**pqr**stuvwxyz  
1234567890?!

### Primary Brand Font

Overpass

For use in body copy.

**ABCDEFGHIJKLMN**OPQRSTUVWXYZ  
**abcdefghijklmno**pqrstuvwxyz  
**1234567890?!**

### Secondary Brand Font

**Overpass Black or Heavy**

For use in headings.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890?!

### Accent Brand Font

BEBAS NEUE REGULAR

For use in subheadings when appropriate. Adjust kerning to increase legibility.

**ABCDEFGHIJKLMN**OPQRSTUVWXYZ  
**ABCDEFGHIJKLMN**OPQRSTUVWXYZ  
**1234567890?!**

### Accent Brand Font

**BEBAS NEUE BOLD**

For use in subheadings when appropriate. Adjust kerning to increase legibility.