

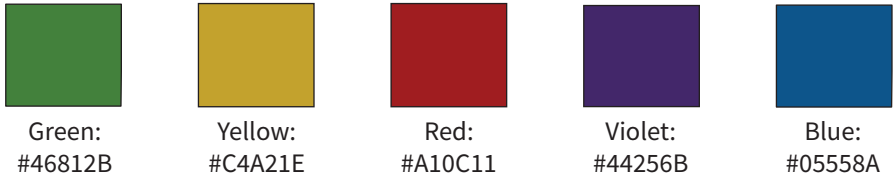
# Brand Elements

# MARK & LOGOTYPE

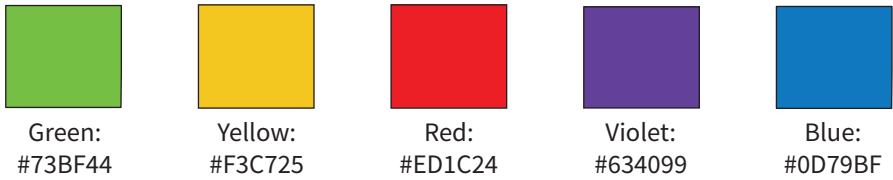
### Rules

- Never distort the logo. Tip: When resizing, hold down the shift key while simultaneously dragging a corner handle. This constrains the aspect ratio in most programs.
- Never add or delete elements of the logo  
The reason for these standard rules is that deviation from them dilutes your brand identity. Doesn't seem critical—but can you image Nike without the swoosh?

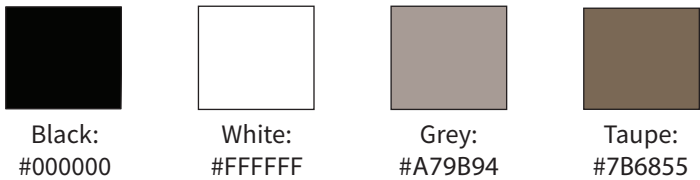
### Color palette: Hex values, dark spectrum:



### Color palette: Hex values, light spectrum:



### Color palette: Neutral colors:



Brand typefaces (fonts). All these come in a range of “weights” The bolder weights are for headlines and subheads, the lighter weights are for body copy commonly called “text”.

Museo Sans is the logo typeface. This does not have to be used outside the logo, unless you prefer it, for print.

For PowerPoint, Word, Wix & other web templates: Source Sans Pro

For print body copy, Georgia. Serif typefaces read better in print.

**Museo Sans 900: abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 @#%&**

Source Sans Pro: abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 @#%&

Georgia: abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 @#%&

### Primary Mark and Logotype - white background (Named “Dark” and “ALL BLACK”)



### Primary Mark and Logotype - neutral background (Named “Light”)



### Primary Mark and Logotype - dark background (Named “Light” and “ALL WHITE”)



The logos have been furnished in several formats, depending on your need. They are in folders for possible uses.

Those folder are named:

- **For Commercial Offset printing-EPS** (CMYK color space for print)
- **For video** (These RGB “.ai” native Illustrator files maintain color fidelity better than other formats and are vector)
- **For Web and Powerpoint-PNG-SVG** (These RGB files are optimized for Microsoft products. The SVGs are preferable since they are vector files) Vector files maintain perfect crispness at any size.