

# LOGO USAGE GUIDELINES



## Background

The positive logo is for white or bright backgrounds.

## Clear space

Always maintain clear space around the logo. Use Helvetica's capital D to measure the correct distance.

## CMYK

Blue: 100, 50, 20, 75  
Gray: 20, 14, 12, 40

## RGB

Blue: 9, 43, 58  
Gray: 138, 136, 136

## Pantone, coated

Blue: 302 C  
Gray: Cool Gray 7 C

## Pantone, uncoated

Blue: 296 U  
Gray: Cool Gray 5 U