



Blue RGB – R37 : G57 : B119
 CMYK – C100 : M60 : Y5 : K45

Green RGB – R0 : G143 : B97
 CMYK – C100 : M90 : Y0 : K10

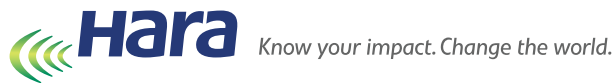
Yellow RGB – R215 : G226 : B94
 CMYK – C20 : M0 : Y80 : K0

Gray RGB – R100 : G100 : B100
 CMYK – C0 : M0 : Y0 : K70



Ideal clear space around the logo is based on the size of the waves. This is the distance the logo should be from other objects in a design as well as the minimum distance from the edge of a frame, sheet, or display.

The logo should be shown, generally, with the tag line. Exceptions are: when the logo is shown again and again in succession—as in the case of it being used as in a presentation or on multiple sheets in a document. In such cases, the first instance should show the tag. The tag line in a straight line off the right of the logo is a secondary option that should only be used when the primary tag line position will not fit properly.



Logo Variations

Color



Gray Scale



All Black



White



General Guidelines

The logo should be placed against a white background and used in full color whenever possible. Never place the logo against a multicolored background or photographic image. The logo may be placed against a solid color background but only as solid white or solid black. The gray scale version is for use where black and white reproduction is being used.

Color suggestions

These colors represent a balanced blend and variety with orange as a highlight option to be used in small quantities. The colors harken to earth-based hues but a bit less than full brightness for a more business feel.



R37:G57:B119



R100:G100:B100



R215:G226:B94



R152:G202:B60



R255:G102:B0



R128:G128:B128



R177:G205:B217



R0:G130:B161



R240:G171:B0



R159:G99:B39