



GRAPHIC STANDARDS GUIDE

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INTRODUCTION

In a world crowded with trademarks and “brands,” the power of a logo is critical to a company’s or organization’s success in marketing and recruiting. The logo should be used in the proper manner to assure consistency, clarity, and effectiveness. A “Graphic Identity” is not just a logo. It is the system that consistently applies the logo to different media. In addition to examples of both proper and improper usage of the logo, this Graphic Identity Standards Guide provides guidelines for its application in:

- Orientation
- Size
- Color
- Staging (Area of Isolation)
- Typography

LOGOS

The identity can be used in a vertical and horizontal orientation. The identity can also be used in full color (multiple colors) or in a single color. Colors used must be based on the brand color palette, or black and white. Darker colors are to be used with a light colored background and light colors are to be used with a dark colored background.



SIZING

The integrity and legibility of the identity is crucial, so it is important to utilize correct sizes. For screen sizes, you should consider the legibility; using your best judgement is recommended. The preferred print size for the identity, no matter the color, is 4 inches width. The required minimum print size for the identity, no matter the color, is 0.5 inches wide.



COLOR PALETTE

Blue and Slate Blue should be used for titles and other significant components, dependent on the background color. Navy should be used for body text, dependent on the background color. Printed materials should be CMYK color formulas, while on-screen documents should use the color formulas in RGB or HEX. It should be noted that Microsoft applications may have challenges incorporating CMYK color objects, but the conversion to a PDF might solve the potential issue. It is recommended to test final documents. Professional printed materials should utilize the Pantone colors.

 Gray	Pantone 420U 420C CMYK 14.11.11.0 RGB 216.216.216 HEX #D8D8D8	 Blue	Pantone 7687U 7687C CMYK 99.86.6.0 RGB 33.40.149 HEX #214695
 Light Blue	Pantone 659U 659C CMYK 53.34.0.0 RGB 122.152.206 HEX #7A98CE	 Slate Blue	Pantone 295U 295C CMYK 100.91.34.25 RGB 31.47.95 HEX #1F2F5F
 Sky Blue	Pantone 7455U 7455C CMYK 77.58.0.0 RGB 275.108.180 HEX #4B6CB4	 Navy	Pantone 282U 282C CMYK 100.91.42.53 RGB 12.25.61 HEX #0C193D

Proxima Nova Bold is preferable for titles, short captions, and small pieces of information. Headings are preferred as all caps, but sentence case is acceptable in necessary situations. Proxima Nova Regular is preferable for body text. The “weight” of the stroke is to be determined based on the font size. Proxima Nova may be set in any of the available weights, but primarily Regular, Medium, Semibold, and Bold.

Proxima Nova

Light

Regular

Medium

Semibold

Bold

Extrabold

STAGING

The identity should have a generous amount of clear space around it. The box drawn around the identity in the diagram represents the surrounding minimum clear space. The minimum requirement of area around the identity should be equal to the width of the letter “M” in Mechanical. The identity should be at least this distance from the edge of the page.



LOGO IN USE



IMPROPER USAGE

These examples are provided to demonstrate unacceptable logo usage. Do not distort or rotate the logo.



DO NOT distort the logo



DO NOT rotate the logo



DO NOT put color logo on a background featured in the logo



DO NOT use colors not identified on the color palette