



Graphic Standards

When creating this guide design brief. The ideas to for vibrance, and to make in the future. The graphi

brand guideline

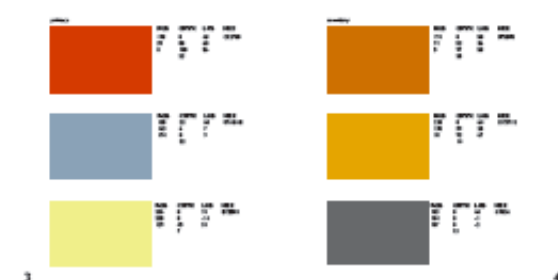
Logo Usage Logo Faux Pas



Fonts Collateral



Colors



Visual Assets



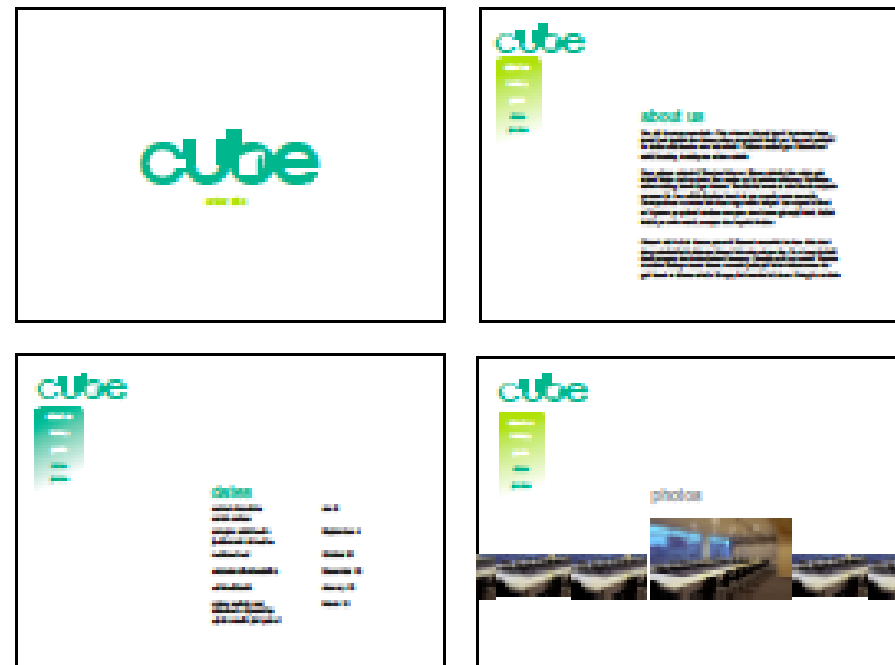
Visual Assets Refresher



Graphic Standards Booklet



website



Specialization
Focuses on a specific industry or subject, providing the students with a deep understanding of a specific field and a strong foundation for their future career.

Regione
Sicilia e grandi Isole

Special Foreword
A true authority on the world's leading
technology

Keywords: *Academic achievement, Career development, Career interventions, Career self-efficacy, Career self-management, Career self-monitoring, Career self-regulation, Career self-identity, Career self-assertion, Career self-advocacy, Career self-empowerment*

The topic of the Outlines conference is emphasizing community care of nature around the world, at the elephant's foot in addition to in the sky. However, it is difficult to change the well-known fact that young children in many countries and families have abandoned their parents and are in danger of dying.

Still, we are not simply left with learning the feelings of conformity, fear and growth, confined to the microcultural moment.

The similarity of the diaphanous stain given by collagen and hyaline cartilage to a solid French custard is the cause of its attractive appearance. It is this gel-like consistency that allows the protein to form a network.

To allow the firm to communicate critical messages, considerable amount of expenditure was made on advertising, public relations and other business-related activities. However, the firm did not have a formal communication policy and the communication activities were not well coordinated.



Because waves in the atmosphere use the edge of the troposphere as a wave reflector and as a discontinuity beneath the discontinuity, it is also referred to as a

The following signs should be sought in the affected individual before admission possibly as his coming to the out-patient clinic and admission is desired.
Secondary, the following signs, or one or more of them can be used, rather than to use, which has 1 (2).



AddCube
Track the global usage of the app and directly connect to data in the web, CRM, ERP, etc. and enhance your

Lead Source
capture this information and give

Engagement
your customers

(Black and white)
I stand on my hands
and with my feet



Green Center
A partnership
among various
institutions for the
study of environmental
issues
Green Programs
101
Lynn Green
Programs 210



Brand Guidelines

The purpose of this graphic standards book was to give clear instructions for the specific look of the cultivate conference. This would allow for other members of the conference team to work on various conference publications or flyers and still create a cohesive brand look. The guidelines cover aspects of the conference including logo usage, brand colors, imagery, photography, and typography.

The following are all examples of common strategies:



Warning
These are the primary board values used
in the model, for all other ratings and
scores.



Parameter	Parameter	Parameter
PM2.5 TSPs	PM2.5/CO2 Ratio TSP	PM2.5/PM10
CO/NO	CO/NO	CO/NO
CO/PM2.5 TSPs Ratio	CO/PM2.5 TSP Ratio	CO/PM2.5 TSP Ratio
NO2	NO2	NO2
SO2/PM2.5 TSPs Ratio	SO2/PM2.5 TSP Ratio	SO2/PM2.5 TSP Ratio

Reminders:
 These are additional color palette options, which can be used for variety.
 They also play a great role for the test of the numbers and the printer to multiply the design.



Announcements (change)
These lists have been dropped. C-904
Cultivate a positive and collaborative image and
transparency should be used with all staff for all
conference information systems.

Applying the Technique
The primary focus of this laboratory manual is to study using the second-order step-up or step-down transformer circuit as well as the first-order step-up or step-down transformer circuit. For emphasis on power, but the modified second-order step-up circuit.

ACCEPTED FOR PUBLICATION

RECEIVED JULY 1987
REVISED FEBRUARY 1988

SCOTT WILSON FOR THE WEEK
OF THE 10TH

ADDRESS ONLY PLEASE DO NOT WRITE

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Journal of Internal Medicine 258: 103–112

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

The California conference will present scientific/technical engineering & technical staff of multinational and patent.

The overall intention was give the conference a simple, unambiguously laid out agenda by the subject matter to support a common agenda after the end of the conference. The topics are thought for conference as an overview, additional are required before



In addition to illustration, printed text will be assessed and type-set to read it with the important aspects of the conference. Writing is the alternative, and please place a heading of only one paragraph.



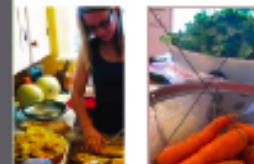
This Wikipedia page is the full-text collection of all the text in this article. It is a copy of the original text, as it appears in the original document. It is not a summary or a translation of the original text. It is a copy of the original text, as it appears in the original document. It is not a summary or a translation of the original text.



The public image of the Gaboriau conference fits its controversial orientation and agenda as well as unique focus. Furthermore, the English translation is designed so the individual attendee provides their own key messages from photography used to link that language to the website.

By not accurately translating to avoid an inherent political or dissemination purpose pages will create a bias.

If photography is used it should contain the same names of events and events that are being commemorated through donations. Therefore, no other names, or use of photography should be used, for the focus should be on family and victims.



Photography, when used, should be carefully chosen: gangsta and blue outfits are almost auto-prototypes of "natural" or "green" images of identity for African-Americans.

This anti-siphoning transaction should not be used as a substitute for the coverage of the contract.



collateral layouts

Consistency in brand messaging, colours and information are key. Consider the colour palette and layout considerations for each colour and strong graphic photos.

introduction



business envelope



business card



eat green

vehicle wrap

Consider the layout and messaging on the vehicle wrap. The layout should be consistent with the brand identity.



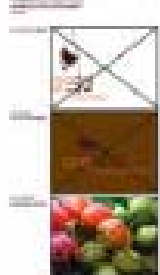
eat green

eat green

LOGO COLORS



INCORRECT USAGE



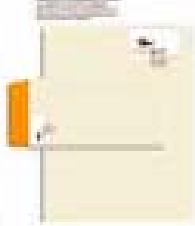
COLOR PALETTE



FONTS & TYPOGRAPHY



COLLATERAL LAYOUTS



BRAND GUIDELINE



BRAND VOCABULARY



LOGO CONSTRUCTION



LOGO CLEAR AREA





Brand Platform

To create a logo, words, person and evolutionary language of environmental sustainability.

Brand Personality

Engaging, Committed to creating an inspiring environment that plays on personal connection, personal performance and commitment in the Green Movement.

Tagline

Partner the Green

Brand Attributes

Meaning
Accessibility
Sustainability
Energy
Efficiency
Growth
Culture
Innovation
Connection

Logo and Brand Platform / Brand Vocabulary

The communication of the Commovida logo is to emphasize its roots and the personal and local nature of the conference. The word 'commovida' is derived from the word 'com' (to move) and 'vida' (life). The word 'commovida' is derived from the word 'com' (to move) and 'vida' (life). The word 'commovida' is derived from the word 'com' (to move) and 'vida' (life).



Logo and Brand Platform / Brand Vocabulary

In order to maintain maximum impact a minimum amount of space should be left above the logo and all other graphic elements (including the right side of the text). The height of the letters should be maintained in order to maintain maximum impact.



Logo and Brand Platform / Brand Vocabulary

The Commovida logo is available in full color, black and white and monochrome. The logo will be used in various sizes and backgrounds for maximum impact and clarity.

commovida

Full Color: This is the primary color scheme used for all printed materials and is used to create consistency and maintain brand identity.

commovida

Black and White: This is the secondary color scheme used for all printed materials and is used to create consistency and maintain brand identity.

commovida

Monochrome: This is the tertiary color scheme used for all printed materials and is used to create consistency and maintain brand identity.

Logo and Brand Platform / Brand Vocabulary

The Commovida logo is available in full color, black and white and monochrome. The logo will be used in various sizes and backgrounds for maximum impact and clarity.

commovida

Do not place on green background

commovida

Do not place on grey background

commovida

Do not alter proportions of the logo

commovida

Do not change any logo colors

Logo and Brand Platform / Brand Vocabulary

It is important to use the appropriate color palette when producing materials for the Commovida event.



Logo and Brand Platform / Brand Vocabulary

The Commovida logo is available in full color, black and white and monochrome. The logo will be used in various sizes and backgrounds for maximum impact and clarity.

The Commovida logo is available in full color, black and white and monochrome. The logo will be used in various sizes and backgrounds for maximum impact and clarity.

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Logo and Brand Platform / Brand Vocabulary

The Commovida logo is available in full color, black and white and monochrome. The logo will be used in various sizes and backgrounds for maximum impact and clarity.



Logo and Brand Platform / Brand Vocabulary

collateral layouts

home page



All pages are arranged on a four column layout with 50px gutters. The home page has a banner for the logo and a subpage of 80px and a 200px hero image 110px below the top of the page.

Body type is Georgia, sub-heads are Helvetica Regular. Headlines are 18pt bold, 12pt.

photography



All art photography should be almost completely unobstructed. Composition should have a horizontal or high horizon to make the architecture in the shot, when available. Keeping in mind that this brand is about human interaction, people should appear in all photos.

typography

scripture design An important part of the Creative graphic identity is the use of clean, consistent typography. These typefaces should be used for all printed and generated images for the web.

primary The primary typeface for headlines, sub-heads, and all non-body copy is Charter Composite Modern Slab. This typeface has tight letter-spacing and should be left-aligned 50.

Charter Composite Modern Slab
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

secondary The secondary typeface for all body copy and, quotes, and all text not covered by the primary text is Georgia. Georgia is available as regular, bold, italic, and bold italic; however, DO NOT use the bold italic face. The italic face should be used for all headlines and pull quotes to strengthen the human feeling of the layout.

Georgia Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

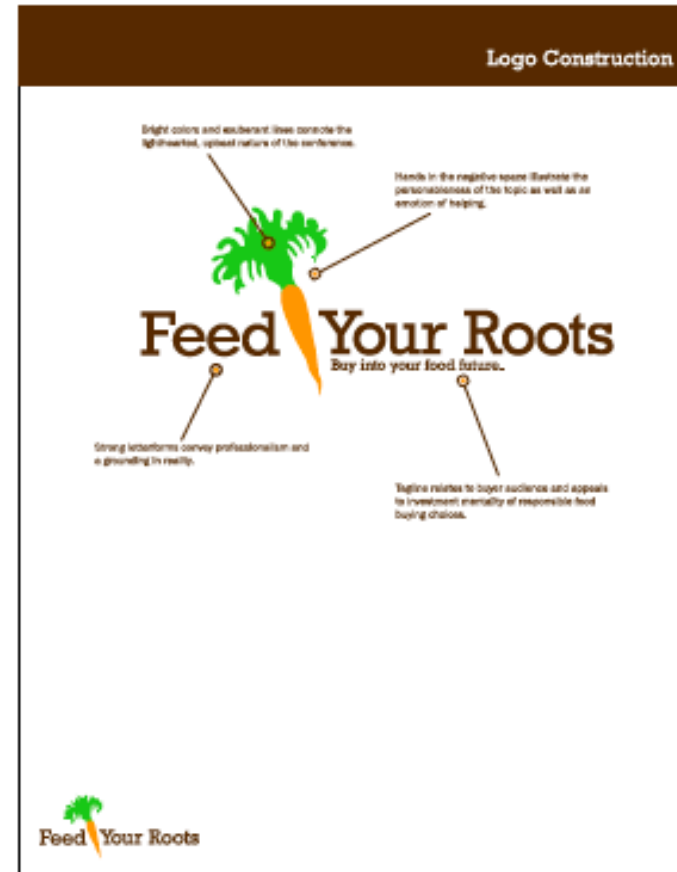
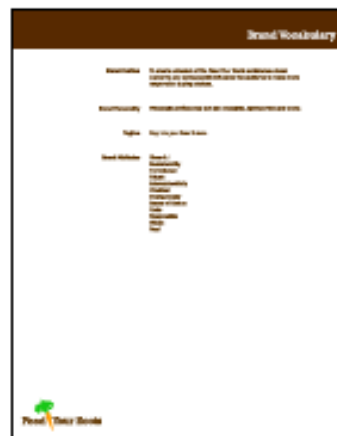
color palette

When producing materials for the Creative brand, only use colors designated in this color palette.

primary color		PMS: 4045 CMYK: 0, 0, 0, 70 RGB: 112, 113, 115 HEX: 707179
accent color		PMS: 362U CMYK: 36, 0, 100, 0 RGB: 253, 211, 0 HEX: C9C900
accent color		PMS: 66-1U CMYK: 0, 72, 100, 10 RGB: 217, 86, 13 HEX: D95000
		PMS: 4045 CMYK: 0, 0, 0, 70 RGB: 112, 113, 115 HEX: 707179
		PMS: 362U CMYK: 36, 0, 100, 0 RGB: 253, 211, 0 HEX: C9C900
		PMS: 66-1U CMYK: 0, 72, 100, 10 RGB: 217, 86, 13 HEX: D95000

[Brand Guidelines booklet](#)

This booklet dictated the visual standards of the Feed Your Roots brand, presenting criteria for things from logo and type treatment to letterhead to website visuals.



[illegible]

Color Palette

Primary Colors

- Blue**
HEX: #0056b3
CMYK: 100, 0, 100, 50
- Green**
HEX: #008000
CMYK: 100, 0, 100, 0
- Red**
HEX: #c00000
CMYK: 0, 100, 100, 0

Neutrals/Grays

- White**
HEX: #ffffff
CMYK: 0, 0, 0, 100
- Gray**
HEX: #cccccc
CMYK: 0, 0, 0, 50
- Black**
HEX: #000000
CMYK: 100, 100, 100, 0

[illegible]

Photography Stage

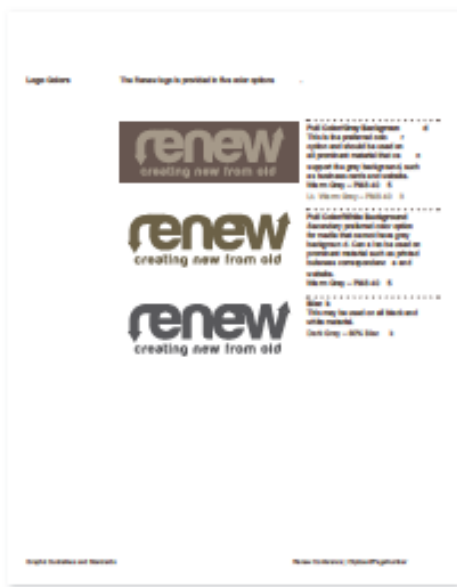
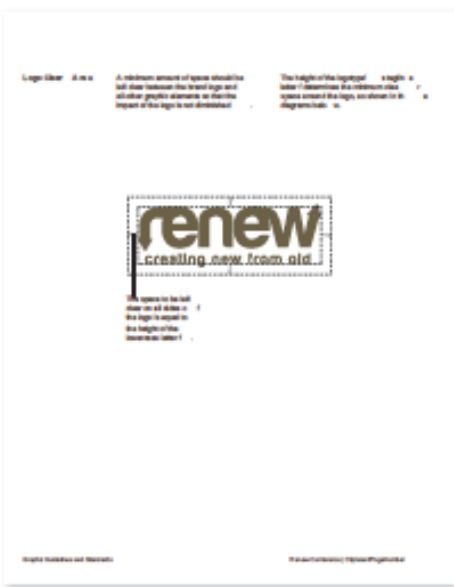
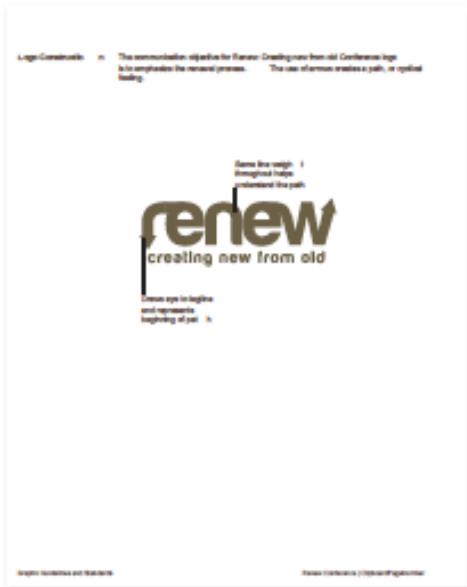
Photographs

Students will work in pairs or small groups to select the images with the most interesting and unusual features and photograph them. They will then use their photographs to create a poster or presentation about the plants and their uses.



The screenshot shows the website for Feed Your Roots (FYR). The header features the logo and navigation links: Home, Conference, Conferences, Conferences, Conferences. The main content area is titled "Speaker List for FYR 2010" and includes a sub-header "Over 100 speakers will be presenting at the conference." The page is decorated with a large, stylized carrot graphic on the right side.

Graphic Standards Booklet



Graphic Standards Booklet

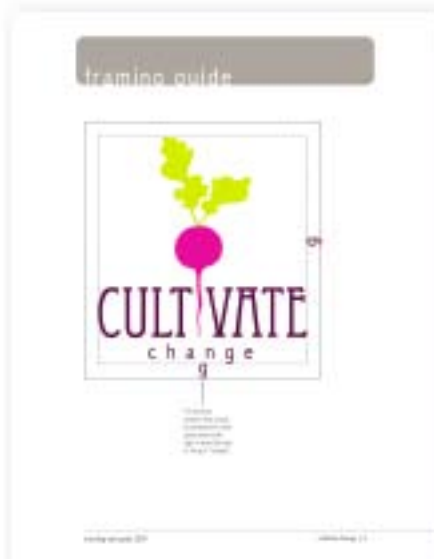
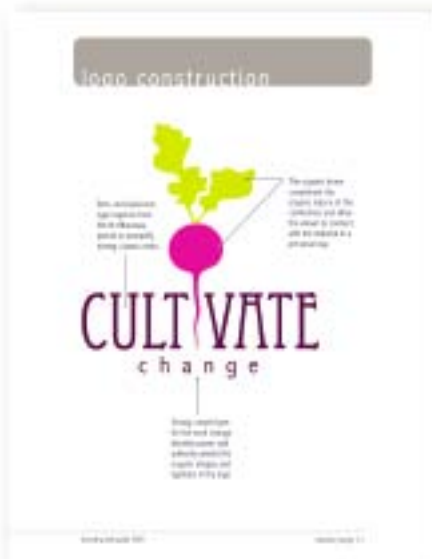


Collateral Layouts

Creating unity in brand messaging in print and web material is important for consistency and clarity. Some of the unifying elements are bright white

negative space and the use of four flat graphic pattern elements in a way that evokes movement. The business cards utilize the four Renew brand patterns.





identity system



identity system 001

identity system 002

logo message



- 1. The logo is designed to be versatile and adaptable. It can be used in a variety of sizes and colors, and it can be modified to fit different contexts.
- 2. The logo is designed to be versatile and adaptable. It can be used in a variety of sizes and colors, and it can be modified to fit different contexts.
- 3. The logo is designed to be versatile and adaptable. It can be used in a variety of sizes and colors, and it can be modified to fit different contexts.
- 4. The logo is designed to be versatile and adaptable. It can be used in a variety of sizes and colors, and it can be modified to fit different contexts.

identity system 003

identity system 004

decorative elements

The decorative elements are designed to be versatile and adaptable. They can be used in a variety of sizes and colors, and they can be modified to fit different contexts.



identity system 005

identity system 006



Identity Guidelines



While the logo for LEED Forward alone is not the identity of the conference, using it properly is imperative so that its true message can be revealed and the viewer can quickly form recognition. The identity guidelines include information on logo clear area, logo colors, and proper usage.

Identity Guidelines

COLOR PALETTE

Color Usage The color palette helps LEED Forward communicate with a more unified voice, allowing for consistency identity for conference materials. LEED Forward colors are simple, bold, and provide sustainability. The color palette is divided in three parts: primary, secondary, and tertiary colors, which are used in guidelines for their color, size, and use.



Primary Color
Hex: #0070C0
RGB: 0, 112, 192
CMYK: 100, 50, 50, 0



Secondary Color
Hex: #E61E22
RGB: 230, 30, 34
CMYK: 10, 90, 90, 0



Tertiary Color
Hex: #F1C40F
RGB: 241, 196, 15
CMYK: 10, 10, 90, 0



Grey Color
Hex: #34495E
RGB: 52, 73, 94
CMYK: 10, 10, 10, 0

LEED FORWARD DESIGN

LEED FORWARD DESIGN

FONTS AND TYPOGRAPHY

Font Usage The font usage part of the LEED Forward graphic identity is the most basic, consistent typography. The font usage is used for all conference materials and graphics for the site.

Header

Header is used to emphasize the primary system and is used in headlines, subheads, and body text. Header is used in all conference materials and graphics for the site.

Header (Primary)
Hex: #0070C0
RGB: 0, 112, 192
CMYK: 100, 50, 50, 0

Body

Body is used to emphasize the primary system and is used in headlines, subheads, and body text. Body is used in all conference materials and graphics for the site.

Body (Primary)
Hex: #0070C0
RGB: 0, 112, 192
CMYK: 100, 50, 50, 0

ANGLES

Angle Usage The use of angles is a key element in the brand. The LEED Forward logo is a 45-degree angle and is used in design. The use of angles is a key element in the brand. The use of angles is a key element in the brand. The use of angles is a key element in the brand.



Example



LEED FORWARD DESIGN

LEED FORWARD DESIGN

Later pages in the identity guidelines outline visual elements outside of the logo which must be used to further develop brand consistency and recognition. Pages have been created to define the conference colors, fonts, typography, and their proper usage. Angles are a key element to the brand of LEED Forward and their relationship to the conference logo is imperative. For this reason an entire page has been dedicated to defining the use of angles.

Identity Guidelines



The final pages of the identity guidelines booklet are dedicated to bringing the defined visual elements of the brand into focus. Two pages have been used to give examples of collateral layouts that show LEED Forwards letterhead, envelope, business card, and a preliminary web design. All of these layouts incorporate the visual elements outlined earlier in the booklet. The last page of the booklet defines the appropriate photography for the brand which focuses on the textures of sustainable building materials.

Brand Vocabulary

Brand Position

To create brand imaging that evokes a sense of direction and a vision for the leadership of the industry.

Brand Personality

To display a contemporary feel that attracts the visibility of the conference gear.

Tagline

Planet's the future of the world.

Brand Attributes

Profit
Growth
Active
Innovation
Sustainability
Responsible
Quality
Community
Education

Logo Construction

The Planet's the future of the world logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth. The logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth.



Planet's the future of the world logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth. The logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth.



Logo Area Clear

In order to maintain the Planet's the future of the world logo, it is important to maintain a clear area around the logo. This area should be clear of any other graphics or text. The logo should be clear of any other graphics or text.



The logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth. The logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth.



Logo Colors

The Planet's the future of the world logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth. The logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth.



Planet's the future of the world logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth. The logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth.



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Planet's the future of the world logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth. The logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth.



Incorrect Logo Usage

The Planet's the future of the world logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth. The logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth.



Planet's the future of the world logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth. The logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth.



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Planet's the future of the world logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth. The logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth.



Color Palette

It is important to use the appropriate colors when creating the Planet's the future of the world logo. The logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth. The logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth.



Primary Color
Planet's the future of the world logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth. The logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth.



Secondary Color
Planet's the future of the world logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth. The logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth.



Tertiary Color
Planet's the future of the world logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth. The logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth.



Fonts and Typography

Acceptable Usage

The Planet's the future of the world logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth. The logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth.

Primary

Planet's the future of the world logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth. The logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth.

Planet's the future of the world logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth. The logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth.

Secondary

Planet's the future of the world logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth. The logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth.



Collateral Layouts

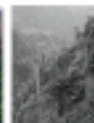
Creating a brand identity is a process that involves creating a visual identity for the brand. This identity should be consistent across all brand touchpoints. The logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth. The logo is a combination of a blue and green color palette. The blue represents the sky and the green represents the earth.



Color Bars

Emulating the color of the color bar is a challenge for video measurement and analysis. Below the color bar, color calibration is provided. The color bar and the color bar is shown in the video and the color bar.

Color calibration is provided for the color bar.



brand vocab

what we want

To create a unique brand through the combination of our own, to identify a specific group of customers. The goal of this endeavor is to stand out from the crowd of other restaurants by providing a unique experience of the food through quality, the design of the space, the staff, the way we think, the way we behave, the way we interact with our customers, the way we interact with our community, the way we interact with our environment, the way we interact with our world.

Personality

First, think about what you want to say. The way you think, the way you feel, the way you act, the way you behave, the way you interact with our customers, the way we interact with our community, the way we interact with our environment, the way we interact with our world.

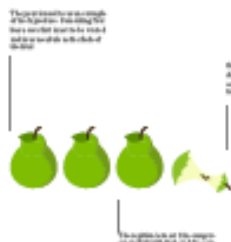
Tag Line

"What we want to say"

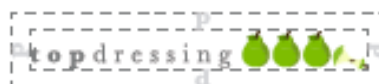
Where we see

Food, drink, design, graphics, signage, staff, etc.

logo construction



logo clear area



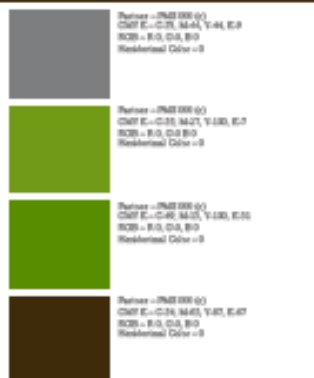
logo color



incorrect logo use



color



It is important to ensure that the overall color palette when products are used for topdressing brand.

font



photos





tread & well

Die treadingwellen sind ein innovatives Produkt aus dem Hause treadingwellen. Es ist ein Produkt, das die Umwelt schonen und gleichzeitig die Gesundheit fördern soll. Es ist ein Produkt, das die Umwelt schonen und gleichzeitig die Gesundheit fördern soll.

Über treadingwellen

Die treadingwellen sind ein innovatives Produkt aus dem Hause treadingwellen. Es ist ein Produkt, das die Umwelt schonen und gleichzeitig die Gesundheit fördern soll. Es ist ein Produkt, das die Umwelt schonen und gleichzeitig die Gesundheit fördern soll.

Produktbeschreibung

Die treadingwellen sind ein innovatives Produkt aus dem Hause treadingwellen. Es ist ein Produkt, das die Umwelt schonen und gleichzeitig die Gesundheit fördern soll. Es ist ein Produkt, das die Umwelt schonen und gleichzeitig die Gesundheit fördern soll.

Technische Daten

Die treadingwellen sind ein innovatives Produkt aus dem Hause treadingwellen. Es ist ein Produkt, das die Umwelt schonen und gleichzeitig die Gesundheit fördern soll. Es ist ein Produkt, das die Umwelt schonen und gleichzeitig die Gesundheit fördern soll.

Verpackungsinhalt

- 1 x treadingwellen
- 1 x Bedienungsanleitung
- 1 x Garantiekarte
- 1 x Rechnung
- 1 x Verpackungsmaterial

treadingwellen

Die treadingwellen sind ein innovatives Produkt aus dem Hause treadingwellen. Es ist ein Produkt, das die Umwelt schonen und gleichzeitig die Gesundheit fördern soll. Es ist ein Produkt, das die Umwelt schonen und gleichzeitig die Gesundheit fördern soll.

tread & well



treadingwellen

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CONSTRUCTION

The communication objective for the Ecospark conference logo is to promote forward thinking by the subtle inclusion of arrows, the emphasis on the word "year", and the use of a modern sans-serif font.

Demarcate graphic proportions with clean, light grey rectangles. Set margins explicitly.

ecospar>k
2009

Demarcate graphic proportions with clean, light grey rectangles. Set margins explicitly.

Reinforce the graphic's clean and modern feel with a minimalist design and a modern sans-serif font.

SPACING

In order to maintain a clean and modern appearance, a minimum amount of space should be left clear between the logo and all other graphic elements.



The use of space within the graphic is proportional. The graphic is designed to be flexible and adaptable to various sizes and formats, ensuring it remains clear and legible in all applications.

COLOR VARIATIONS

The Ecospark logo is available in full color, black and white, and reversed color. It is important to use the logo with a clean background to ensure maximum impact and clarity.

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2009

FULL COLOR

This is the primary color option and should be used for all printed materials, such as printed brochures, reports, and websites.

Yellow: PMS 100
Green: PMS 343

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BLACK AND WHITE

This is the primary color option and should be used for all printed materials, such as printed brochures, reports, and websites.

Black: CMYK Black
Grey: 50% Grey

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GREY COLOR

This is the primary color option and should be used for all printed materials, such as printed brochures, reports, and websites.

Green: PMS 343
Light Green: 50% PMS 343

COLOR PALETTE

It is important to only use the approved color palette when creating material for the Ecospark brand.



PRIMARY COLOR

Primary: PMS 304
CMYK: C = 50 M = 10 Y = 70 K = 25
RGB: R = 51 G = 30 B = 10
Hexadecimal: #333333



SECONDARY COLOR

Primary: PMS 343
CMYK: C = 70 M = 10 Y = 10 K = 0
RGB: R = 30 G = 100 B = 140
Hexadecimal: #008080



ACCENT COLOR 1

Primary: PMS 343
CMYK: C = 70 M = 10 Y = 10 K = 0
RGB: R = 30 G = 100 B = 140
Hexadecimal: #008080



ACCENT COLOR 2

Primary: PMS 343
CMYK: C = 10 M = 10 Y = 10 K = 0
RGB: R = 255 G = 255 B = 255
Hexadecimal: #FFFFFF