

Logo



Secondary logo



Icon



LOGO FILE FORMATS:

JPG: Most typical and usable file format **Use for:** Print, Web, Microsoft Office applications; Solid background

PNG: **Use for:** Web and digital formats; Transparent background

EPS: **Use for:** Professional printing and promotional items. *Requires Adobe Illustrator to view*

Logo Don'ts



Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way.

If you see one of these logos in use, please let us know! We'll provide the correct logo for replacement.

Colors

Primary Color



PANTONE 550U
CMYK 52 22 18 0
RGB 125 169 189
HEX #7CA9BC

Secondary Colors



CMYK 80 47 33 8	CMYK 92 67 40 25	CMYK 69 63 59 51	CMYK 19 15 16 0	CMYK 2 4 9 0
RGB 61 112 137	RGB 30 74 101	RGB 58 58 60	RGB 204 204 204	RGB 248 240 227
HEX #3C718A	HEX #204B65	HEX #3B3A3C	HEX #CDCCCB	HEX #F8F0E4

PANTONE: Also called PMS (Pantone Matching System) Use anytime a vendor asks for a PMS color. *Only the Eagle Brook blue has an assigned PMS color, we don't have assigned PMS colors for the secondary color palette.*

CMYK (Cyan, Magenta, Yellow, Black)
Also called 4-color, or process.
Use for: printed materials

RGB (Red, Green, Blue)
Use for: Digital (web, mobile, video...)

HEX
Use for: Web, HTML, CSS, SVG

Type

Avenir

Book
Medium
Heavy
Black

If Avenir is unavailable use:

Helvetica
AaBbCcDd
1234567890

Arial
AaBbCcDd
1234567890

Avenir is not available for download or as a file at this time.