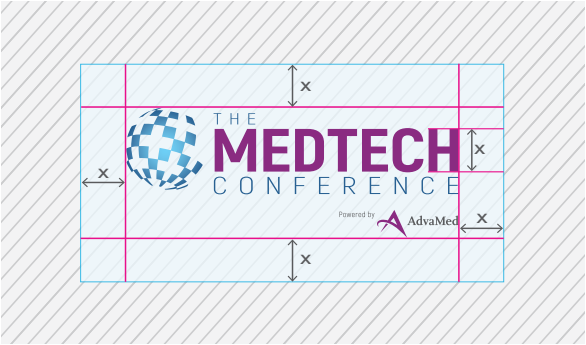
Primary Logo

Logo Clear Space



Blue indicates **Clear Space**. The blue area must be kept free of other elements. Grey padding indicates Safe Zone.

Magenta indicates type and element alignment and boundaries.

The minimum required **Clear Space** is defined by the measurement 'X' (equal to the height of the lowercase letter 'x.')

ALTERNATIVE LOGO VERSIONS

Greyscale

Reverse

Colors

Pantone 248
C90 M11 Y0 K0
#8a2b81

Pantone 647
C57 M0 Y100 K0
#276092

Pantone Cool Grey 11
C57 M0 Y100 K0
#5a5b5d

Gradient
Type: Radial
Angle: -15°
Location: 70%

Minimum Logo Width

1in

To ensure that we maintain legibility of the logo, it is recommended that it is not used below the minimum size identified above.

INCORRECT USES

DON'T CHANGE ELEMENT POSITION

DON'T STRETCH OR DISTORT

DON'T CHANGE FONTS/COLOR

ELEMENTS MUST BE VISIBLE

FONTS

Open Sans

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmanopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmanopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmanopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmanopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmanopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmanopqrstuvwxyz

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmanopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmanopqrstuvwxyz

ALTERNATIVE FONTS

Trebuchet MS

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmanopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmanopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmanopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmanopqrstuvwxyz