

## Primary

2-color; light backgrounds

This is the primary logo and should be considered first when applying to layouts.



**DEVELOPING LEADERS. CREATING COMMUNITY.**

## Secondary

1-color; light backgrounds

This option can be used in layouts or on materials when the 2-color (primary) version is impractical or not cost-effective.



## Black

For use when color applications are not available.



## Dark background—Primary

Reversed-out/white + PMS 158

Use the 2-color option on black or backgrounds darker than 75% black to assure contrast.

Note: for optimum readability, all type is white.



## Dark background—Secondary

Reversed-out/white

Use the 1-color/white option on black or dark backgrounds.



**Clear Space**

Use the clear space shown to provide maximum legibility. The clear space is defined here by the area marked as "x."



**Minimum size**

The optimal size of the logo with the tagline is 2.25 inches wide or larger. This size is recommended to retain the readability of the tagline.

For smaller applications, the logo is to be used without the tagline and not be smaller than 1.375 inches wide.



Minimum Size (with tagline)



Minimum Size (no tagline)

**Embroidery—Light Backgrounds**

Embroidery is an example of smaller applications; therefore the logo is to be used without the tagline for optimal clarity and simplifying the production.



2-color

**Embroidery—Dark Backgrounds**

Use the all white logo on dark backgrounds. For applications on backgrounds darker than 75% black, the 2-color (white + PMS 158) option may be used.



1-color/white



2-color option

**Colors and Application**

**PMS SPOT COLORS**

Recommended color application for consistency and accuracy. Use coated color specifications for cut vinyl, display graphics and embroidery color matching.

**PROCESS CMYK**

For use on four-color process applications, such as print publications.

**GRAY SCALE OR BLACK**

For use when color applications are not available.



**PMS 431 C**  
C 11; M 0; Y 0; K 64  
R 106; G 117; B 124  
WEB #6A757C



**PMS 158 C**  
C 0; M 66; Y 100; K 0  
R 244; G 119; B 33  
WEB #F47721