



# Logo Guidelines

Version 1.5

# Logo

## Overview

Our logo is the most visible representation of our brand and the unifying visual element that appears across all communications.



# Logo

## Color Versions

Our logo exists in a variety of formats to accommodate limited legibility or production needs.

1. The black logo with a red compass is our preferred version and can be used on white backgrounds.
2. The reverse logo with a black compass can be used on a red background.
3. The reverse logo with a red compass can be used on a black background.

1.



2.



3.



# Logo

## One-Color Versions

One-color versions of the logo are available for use when the logo needs to be placed on backgrounds that aren't white, red or black.

Additionally, these logos can be used in situations when color is unavailable.

1. Use the all-white reverse logo on gray or dark backgrounds. Be sure there is enough contrast for the logo to be clearly visible.
2. When color is unavailable, the all-white reverse logo may be used on black backgrounds.
3. Use the all-black logo on light backgrounds.
4. When color is unavailable, the all-black logo may be used on white backgrounds.

1a.



1b.



2.



3a.



3b.



4.



# Logo

## Clear Space and Minimum Size

Clear space and minimum size are tools used to protect the impact of our brand. They work to ensure the logo is always clearly visible and able to stand out wherever it appears.

### Clear space

Clear space is the minimum “breathing room” maintained around our logo. It is kept free of graphics, text and other marks. It also defines the minimum distance between the logo and the edge of a printed piece. As a guide, use the cross stroke of the “t” as the minimum amount of clear space around the logo.

### Minimum size

Minimum size refers to the smallest allowable logo. The minimum size for the logo is 1 inch wide for print and 72 pixels wide for digital.

### CLEAR SPACE



### MINIMUM SIZE



.25" or 20 px tall

# Logo Misuse

A great deal of thought and effort has gone into determining the perfect relationship between the elements that make up our brandmark. Avoiding these mistakes will help build consistency and recognizability for the brand.

Always use approved artwork in correct colors when working with the logo. Do not alter the logo in any way.

1. Do not use any color logo, except the preferred colors.
2. Do not change the color scheme of the logo.
3. Do not apply special effects (e.g., drop shadow, gradient, etc.) to the logo.
4. Do not create a stroke around the logo.
5. Do not stretch or distort the logo.
6. Do not rotate the logo.
7. Do not place any version of our logo on a gold or yellow background.

