

Brand Elements

Rules

- Never distort the logo. Tip: When resizing, hold down the shift key while simultaneously dragging a corner handle. This constrains the aspect ratio in most programs.
- Never add or delete elements of the logo
The reason for these standard rules is that deviation from them dilutes your brand identity. Doesn't seem critical—but can you image Nike without the swoosh?

Logo Color palette: Spot color (PMS) & Hex values:



Blue T: PMS 5415 #5C7E95
 Blue Circuit: PMS 644 #9BB6D3
 Type: PMS 438 #584646

Color palette: Hex values:



Green: #5D7A61
 Tan: #DBC8A1
 Red: #601B13
 Brick: #964326
 Deep violet: #463C81

Color palette: Neutral colors:



Black: #000000
 White: #FFFFFF
 Grey: #A79B94
 Taupe: #7B6855
 Warm: #603835

Brand typefaces (fonts). All these come in a range of "weights" The bolder weights are for headlines and subheads, the lighter weights are for body copy commonly called "text".

Museo Sans is the logo typeface. This does not have to be used outside the logo, unless you prefer it, for print.

For PowerPoint, Word, Wix & other web templates: Segoe UI

For print body copy, Linotype Didot. Serif typefaces read better in print.

Museo Sans 900: abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789 @#\$%&

Segoe UI: abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 @#\$%&

Linotype Didot: abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 @#\$%&

MARK & LOGOTYPE

Primary Mark and Logotype - white background
 (Named "Dark" and "ALL BLACK")



Primary Mark and Logotype - dark background
 (Named "Light" and "ALL WHITE")



The logos have been furnished in several formats, depending on your need. They are in folders for possible uses.

Those folder are named:

- **For Commercial Offset printing-EPS** (CMYK color space for print)
- **For video** (These RGB ".ai" native Illustrator files maintain color fidelity better than other formats and are vector)
- **For Web and Powerpoint-PNG-SVG** (These RGB files are optimized for Microsoft products. The SVGs are preferable since they are vector files) Vector files maintain perfect crispness at any size.

Front and back of business card layout.

The circuit pattern can be used as a motif for all elements, digital and print.