

Primary LOGO



Main logo COLORS



hex
#b7447a

RGB
183, 68, 122

CMYK
20, 85, 20, 10



hex
#4196af

RGB
65, 150, 175

CMYK
71, 24, 22, 5

LOGO FONT:

Raleway - <https://fonts.google.com/specimen/Raleway>

ALTERNATIVE LOGOS/SUBMARKS



Here's what's included:

- **SourceFilesEPS** = logo and submarks in CMYK, Black, White. These are vector files for use in professionally printed pieces, signage.
- **PNG/JPG** versions of the logo and submarks in RGB. Raster format for use on social media, in programs like Canva, Word.

Guide to file formats & color modes:

- Raster files = for website, email marketing and other multimedia, not scalable
- Vector = scalable for print, signage
- CMYK = cyan, magenta, yellow, black = colors used in printing (for biz cards, etc.)
- White = logos that are transparent and can be placed on top of colors
- RGB = red, green, blue = colors used on websites
- BW= black and white = colors used in printing (signage, silkscreen, embroidery where a 1-color logo file is required)
- Hex # = code that identifies the color on websites
- Pantone = color matching system, single color ink, most often used by vendors to match colors
- .eps = vector file, originally created in Illustrator. Can be opened and edited in Illustrator or other vector graphics programs. These files can be used in professional graphic design programs and are for use when creating professionally printed pieces.
- .jpg, .png, = for web use

