

LOGO GUIDE

UNITED IN IMPACT

PRIMARY LOGO

UNITED **IN**
IMPACT

OTHER LAYOUTS & ICON

UNITED **IN** **IMPACT**



FILE INFORMATION

COLOR LOGOS:

The full-color logo is your main logo; use it most often. The .EPS file allows your team as much flexibility as possible when using the logo. However, if you cannot open that type of file, use either the .JPG or the .PNG file.

GRAYSCALE LOGOS:*

If you also received a grayscale logo, use it when you cannot include a full-color logo. The grayscale version includes more detail; try using it instead of a simplified black and white version if possible.

BLACK OR WHITE LOGOS:

Use these files if you can only use a single-color logo.

GENERAL FILE INFORMATION:

- .PNG and .EPS files always have a transparent background.
- .JPG files always have a white background.
- On websites or social media channels, use the .png files or .jpg files.

* PLEASE NOTE:

The design of a logo determines if it will be saved in grayscale. Not all clients receive grayscale files.

Aa Bb Cc

GOTHAM BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*()**

COLORS

CMYK
0/93/79/0

RGB
228/0/43

WEB
E4002B

PANTONE
185

CMYK
40/30/30/100

RGB
0/0/0

WEB
000000

PANTONE
PROCESS BLACK

INCORRECT USAGE



UNITED
IMPACT



UNITED
IMPACT

DO NOT SQUISH OR STRETCH



UNITED IN
IMPACT

DO NOT ADD ELEMENTS



UNITED IN
IMPACT

DO NOT CHANGE COLORS



UNITED IN
IMPACT

DO NOT FILL WITH ANY PATTERNS OR IMAGES



UNITED IN
IMPACT

DO NOT CHANGE THE FONTS



UNITED IN
IMPACT

DO NOT CHANGE TO OUTLINES