

# Logos Academy BRAND GUIDE



## PRIMARY LOGO



## ALTERNATIVE LOGO



## LOGOS ACADEMY SEAL

Application: Official Documentation only



## COLOR PALETTE



PANTONE: 202C  
CMYK: 0•100•65•47  
RGB: 140•38•51  
HEX: #862633



PANTONE: 123C  
CMYK: 0•23•91•0  
RGB: 255•198•39  
HEX: #FFC627



PANTONE: 294C  
CMYK: 100•86•29•22  
RGB: 0•46•109  
HEX: #002E6D



PANTONE: 5777C  
CMYK: 39•26•72•7  
RGB: 163•164•103  
HEX: #A3A369



CMYK: 0•0•0•70  
RGB: 109•110•113  
HEX: #6D6E71



CMYK: 0•0•0•30  
RGB: 188•190•192  
HEX: #BCBEC0

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## CLEARSPACE

Clearspace around the logo is equal to the height of the letter L.



## GUIDANCE



Do not stretch the logo



Do not add other graphics or elements to logo



Do not alter the logo's color



Do not alter the layout of the logo



Do not use a pixelated logo with poor resolution

## FONT USAGE

### **Myriad Pro Family**

Condensed, Semibold Condensed, Bold Condensed, Black Condensed, Light, Italic, Semibold, Bold

### **Adobe Jenson Pro Family**

Light Caption, Light, Light Italic Caption, Light Italic, Caption, Regular, Italic Caption, Italic, Semibold Caption, Semibold, Semibold Italic Caption, Semibold Italic, Bold Caption, Bold, Bold Italic Caption, Bold Italic