



ΥΔ·ΥΕ

2019 BRAND GUIDELINES

DO

- Use high resolution or vector versions when possible.
- Use the transparent PNG versions of the logo for web and social media uploads when possible.
- Use the logo with or without the “triangle hands” logo mark.
- Use the “triangle hands” mark by itself for special use cases, such as favicons.

DON'T

- Don't use low resolution, resampled, or pixelated versions of the logo.
- Don't use raster versions of the logo for print materials. Use the AI, EPS, or PDF vector versions of the logo.
- Don't use colors other than black or white for the text portion of the logo. Don't use colors other than Mauve, black, or white for the “triangle hands.”

On Light Backgrounds:



On Dark Backgrounds:



MAUVE

RGB: 144, 75, 98

CMYK: 39%, 78%, 45%, 16%

HEX: #904B62

JADE

RGB: 104, 174, 173

CMYK: 60%, 15%, 33%, 0%

HEX: #68AEAD

MAUVE LIGHT

RGB: 209, 158, 182

CMYK: 16%, 42%, 12%, 0%

HEX: #D19EB6

JADE LIGHT

RGB: 189, 212, 212

CMYK: 26%, 8%, 15%, 0%

HEX: #BDD4D4

Primary Font Family

PROXIMA SOFT LIGHT (CAPS) FOR HEADLINES

Proxima Soft SemiBold for “Bold” Text

Proxima Soft Light for Body Copy:

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Alternate Font Family

(only use when the primary font is not available)

HELVETICA LIGHT (CAPS) FOR HEADLINES

Helvetica Bold for “Bold” Text

Helvetica Light for Body Copy:

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