HORIZONTAL LOGO

Indicates boundary of Clear Space. The blue area must be kept free of other elements. Grey padding surrounding Clear Space indicates Soft Zone.

Indicates guidelines for element alignment and boundaries.

The minimum required Clear Space is defined by the measurement "M" (equal to the height of "M" in HUMANITIES) + "Xs".

COLOR Specs

PANTONE® 285 C
CMYK: 91, 53, 0, 0
RGB: 9, 113, 206
HEX #0971CE

PANTONE® 429 C
CMYK: 36, 28, 27, 0
RGB: 162, 169, 174
HEX #A2A9AE

PANTONE® 285 C: 60%
CMYK: 50, 27, 0, 0
RGB: 121, 167, 226
HEX #79A7E2

LOGO USAGE

MAIN COLORS

ONLY use main logo colors on WHITE backgrounds.

Use descriptions from Stacked Logo Guide Sheet for other color usages that can apply to horizontal logo.

BLACK or WHITE solid for printing or stamping

1-color Horizontal Logo should be used for printing purposes with tighter imprint area or space.

DO NOT ABUSE YOUR LOGO

NEVER Stretch or Squeeze the Logo
Use blue on dark background

NEVER Squeeze or Stretch the Logo
Use light colors on light background

NEVER NEVER, EVER, Switch the contrast of the Logo colors

NEVER Use Drop Shadow or Use either logo colors combinations