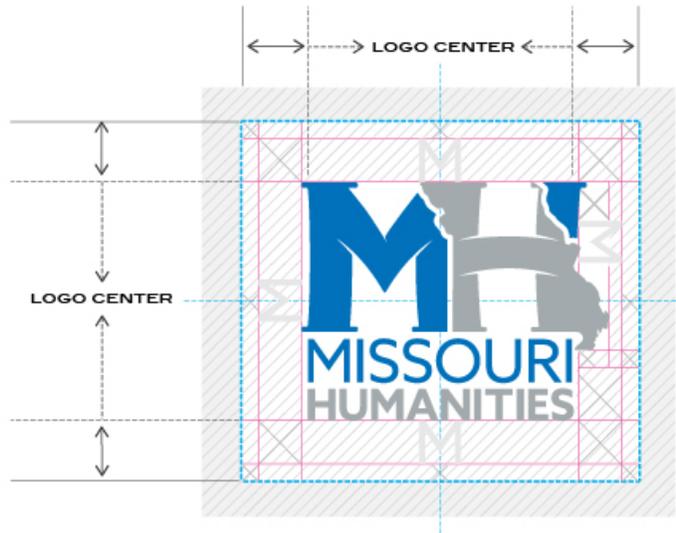


# STACKED / PRIMARY LOGO



## LOGO NOTES

Always use **PMS 285 BLUE** and **PMS 429 GRAY** as shown for the main logo colors.

Never switch the colors. Use alternate logo for dark backgrounds as shown on the bag and award program below.

Here's a diagram explaining how to crop the stacked logo into a square:



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

**MAGENTA** Indicates guides for element alignment and boundaries.

**CLEAR SPACE** The minimum required Clear Space is defined by the measurement 'M' (equal to the height of 'M' in HUMANITIES) + "X's"

## COLOR SPECS

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

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

**PMS 429 C**  
**PANTONE® 429 C**  
 CMYK: 38, 28, 27, 0  
 RGB: 162, 169, 174  
 HEX # A2A9AE

## LOGO USAGE

### MAIN COLORS



ONLY use main logo colors on WHITE backgrounds.



Logo Colors to use on Dark or Navy Backgrounds. 60% of PMS 285 and White (solid) colors.

### SQUARE AVATAR

Crop as shown below for social profiles



### WEBSITE FAVICON



'Missouri Humanities' is too small to use for the website favicon. Use the 'MH' unless directed otherwise.

### 1-COLOR w/ halftones / screens (grayscale)



1-color logo (with screens) is ONLY to be used if 2-color printing isn't available (aka: grayscale or monochrome).

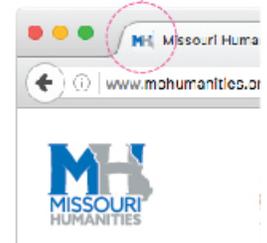
100% Black + 50% Black

### BLACK solid for plate-making



1-color (Solid Black) Logo is to be used for printing (i.e.: embossing or stamping) only.

**WHITE / Knockout**  
 Solid logo (i.e.: solid tan on dark background) can be used for social media purposes to match the identity of the event or message. Only do this if the main logo colors compete with the overall look or message.



## 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 bgnd



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



**NEVER** Use Drop Shadow or Use other logo colors combinations