**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:

**Color Specs**

<table>
<thead>
<tr>
<th>PMS 285 C</th>
<th>PANTONE® 285 C</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 91, 53, 0, 0</td>
<td>CMYK: 60%</td>
</tr>
<tr>
<td>RGB: 9, 113, 206</td>
<td>RGB: 27, 0, 0</td>
</tr>
<tr>
<td>HEX: #0971CE</td>
<td>HEX: #1266CC</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PMS 429 C</th>
<th>PANTONE® 429 C</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 50, 27, 0, 0</td>
<td>CMYK: 60%</td>
</tr>
<tr>
<td>RGB: 151, 167, 226</td>
<td>RGB: 204, 222, 255</td>
</tr>
<tr>
<td>HEX: #79A7E2</td>
<td>HEX: #A29AE</td>
</tr>
</tbody>
</table>

**Logo Usage**

**Main Colors**

- **MH** Missouri Humanities

Only use main logo colors on WHITE backgrounds.

**1-Color** with halftones / screens (grayscale)

1-color logo (with screen) is ONLY to be used if 2-color printing isn’t available (i.e.: grayscale or monochrome), 100% Black + 50% Black

**Black** solid for plate making

1-color (solid black) logo to be used for printing (i.e.: embossing or stamping) only.

WHITE / Knockout

Solid logo (i.e.: solid black 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.

**Square Avatar**

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

**Website favicon**

Missouri Humanities logo is too small for the website favicon. Use the MH logo directed otherwise.

**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.