

HuMane

FORT WAYNE



LOGO, COLOR PALETTE & TYPE USAGE GUIDE

VERSION 1.0

Logos – Standard

COLOR



1-COLOR – BLUE



1-COLOR – BLACK



COLOR – REVERSE



COLOR – ALT REVERSE



1-COLOR – WHITE



Logos – Horizontal

COLOR



1-COLOR – BLUE



1-COLOR – BLACK



COLOR – REVERSE



COLOR – ALT REVERSE



1-COLOR – WHITE



Logos – Formal

COLOR

HuMane

HUMANE SOCIETY
OF GREATER FORT WAYNE

1-COLOR – BLUE

HuMane

HUMANE SOCIETY
OF GREATER FORT WAYNE

1-COLOR – BLACK

HuMane

HUMANE SOCIETY
OF GREATER FORT WAYNE

COLOR – REVERSE

HuMane

HUMANE SOCIETY
OF GREATER FORT WAYNE

COLOR – ALT REVERSE

HuMane

HUMANE SOCIETY
OF GREATER FORT WAYNE

1-COLOR – WHITE

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OF GREATER FORT WAYNE

Logos – Formal Wordmark

COLOR

HUMANE SOCIETY
OF GREATER FORT WAYNE

1-COLOR – BLUE

HUMANE SOCIETY
OF GREATER FORT WAYNE

1-COLOR – BLACK

HUMANE SOCIETY
OF GREATER FORT WAYNE

COLOR – REVERSE

HUMANE SOCIETY
OF GREATER FORT WAYNE

COLOR – ALT REVERSE

HUMANE SOCIETY
OF GREATER FORT WAYNE

1-COLOR – WHITE

HUMANE SOCIETY
OF GREATER FORT WAYNE

LOGOS

Logo Usage Do's

SPACING

When placing the logo into layout, be aware of spacing, as to not place the logo too close to other elements. Allow at least a space equal to the height of "FORT WAYNE."



Logo Usage Don'ts



Probably not a good idea to add a drop shadow.



Be careful of using two colors that don't contrast properly.



Let's keep it clean – no strokes on the logo, please.



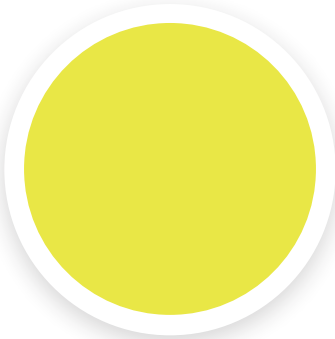
Please don't rotate or skew the logo.

Color Palette

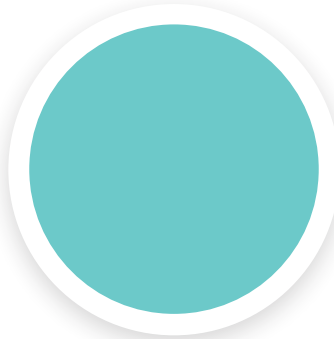
PRIMARY



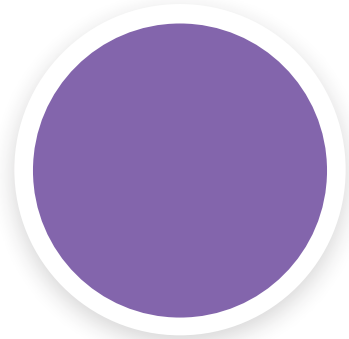
SECONDARY



TENNIS BALL
CMYK: 11 / 0 / 85 / 0
SPOT PANTONE: 395 U
RGB: 237, 236, 63
HEX: #EDED40



REALLY TEAL-LY
CMYK: 54 / 0 / 24 / 0
SPOT PANTONE: 318 U
RGB: 109, 200, 200
HEX: #6EC7C7



PURR-PLE
CMYK: 54 / 68 / 0 / 0
SPOT PANTONE: 266 U
RGB: 138, 101, 196
HEX: #8A65C4

Fonts

Apertura Aa Aa **Aa Aa**

Montserrat Aa Aa Aa Aa **Aa Aa Aa Aa**

Serif Font TBD Aa Aa Aa Aa Aa Aa

When Apertura is unavailable, Montserrat (Google fonts) or Calibri should be substituted.