

CalEITC4Me logo branding guide



There is an eps file in shared assets folder with white circle behind color logo



When using the CalEITC4Me logo on top of an image, place in white circle. If logo is placed at the edge of a faded photo, make sure color logo does not overlap the edge of the fade. Only place within white area.

Primary colors

Complimentary colors



CMYK
Cyan 85
Magenta 49
Yellow 1
Black 0

RGB
Red 31
Green 118
Blue 186

Web
#1e76ba



CMYK
Cyan 48
Magenta 20
Yellow 100
Black 2

RGB
Red 147
Green 167
Blue 59

Web
#93a73b



CMYK
Cyan 1
Magenta 65
Yellow 100
Black 0

RGB
Red 242
Green 120
Blue 33

Web
#f27821



CMYK
Cyan 0
Magenta 31
Yellow 79
Black 0

RGB
Red 253
Green 184
Blue 79

Web
#fdb84f