

CalEITC4me BRAND STYLE GUIDE



LOGO APPLICATION: Logo Library & Uses

PRIMARY



REVERSED



GRAYSCALE



B&W



PRIMARY COLOR PALETTE



CMYK: 85, 49, 1, 0
RGB: 31, 118, 186
WEB: #1e76ba



CMYK: 48, 20, 100, 2
RGB: 147, 167, 59
WEB: #1e76ba

COMPLIMENTARY COLOR PALETTE



CMYK: 1, 65, 100, 0
RGB: 242, 120, 33
WEB: #f27821



CMYK: 0, 31, 79, 0
RGB: 253, 184, 79
WEB: #fdb84f

LOGO USE WITH BACKGROUNDS

