Logo: Correct Usage

The Annapolis Pride logo is the official symbol of the organization and should be used whenever the company is being represented graphically on both external and internal collateral and electronic communications such as presentations, brochures, advertisements, signage, website and internal materials, to name a few.

The Annapolis Pride logo should be prominently displayed on all communications materials. Acceptable colors for the logo are blue (PMS) and gray (PMS 7540). The color builds (CMYK and RGB) are shown below.

For maximum impact, a set minimum space should separate the Annapolis Pride logo from all other graphic and typographic elements, including page edges. This area forms an invisible frame around the logo. When placed near the page or near type, the Annapolis Pride logo should have a consistent distance of one unit (height of the graphic on all four sides). Therefore, when the logo changes size, this minimum space will change accordingly. The logo should never appear smaller than 1.5 inches across in print.

One unit

Area of minimum space
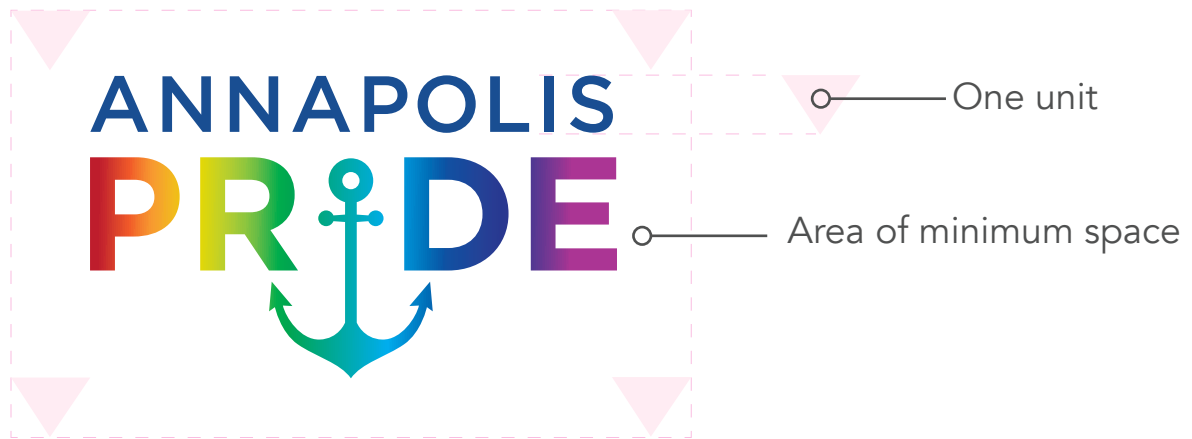
Other logo usage:

Colors:

CMYK: 99/77/17/3
RGB: 15/79/140
HEX: #0f4f8c

RED:
CMYK:15/100/90/10
RGB: 190/30/45
HEX: #be1e2d

Dark Orange:
CMYK: 0/80/95/0
RGB: 241/30/41
HEX: #f15a29

Light Orange:
CMYK: 0/48/91/0
RGB: 248/152/49
HEX: #f89831

YELLOW:
CMYK: 0/0/100/11
RGB: 236/218/0
HEX: #ecda00

Bright Green:
CMYK: 50/0/100/0
RGB: 142/198/64
HEX: #8ec640

Dark Green:
100/0/100/0
RGB: 0/166/80
HEX: #00a651

Bright Blue:
CMYK:100/0/0/0
RGB: 0/174/239
HEX: #00aeef

Medium Blue:
CMYK: 98/77/0/0
RGB: 7/82/164
HEX: #0752a4

Royal Blue:
CMYK: 100/95/5/0
RGB: 43/57/144
HEX: #2b3990

Bright Purple
CMYK: 31/92/0/0
RGB: 178/57/149
HEX: #b23995

Brand font:

Gotham

Head: Gotham Bold
Sub Heads: Gotham Medium
Body: Gotham Book

Sample Layouts

Jeremy Browning
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Standard
business card

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Standard letterhead