

This guide outlines the correct way to manage *The Facts. Your Future.* brand elements, including variations of the logo, the base color palette and the foundational typography.

The Primary Logotype (see below) should be used in most instances. The other variations of the logos can be used to properly accompany the structure of the design materials as noted in their respective descriptions in this document.

To ensure consistency, please note the following:

- Do not add effects to the logos, like drop shadows, bevels, textures or strokes
- Do not place the logo over jarring colors or patterns that do not match the tone of the brand
- Do not include gradients within the logo
- Do not change the logo typeface

Primary Logotype

**THE
FACTS.
YOUR
FUTURE.**

The Primary Logotype should be used in the majority of design and communication materials related to *The Facts. Your Future.* initiative.

The Primary Logotype is free from any surrounding boxes or other graphic elements, and is instead represented as left-aligned, stacked letterforms. The Primary logotype can be placed over top imagery, solid color fills or a blank backdrop provided the letterforms can be easily resolved by the reader at a glance.

COLOR VARIATIONS

**THE
FACTS.
YOUR
FUTURE.**

BRIGHT BLUE

**THE
FACTS.
YOUR
FUTURE.**

DARK BLUE

**THE
FACTS.
YOUR
FUTURE.**

VIVID TEAL

**THE
FACTS.
YOUR
FUTURE.**

BRIGHT YELLOW

**THE
FACTS.
YOUR
FUTURE.**

WARM RED

**THE
FACTS.
YOUR
FUTURE.**

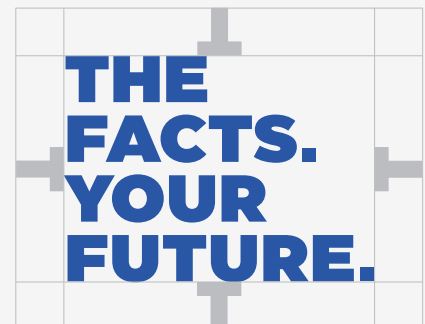
MEDIUM GRAY

Clear Space is the area that surrounds the logo, which should be void of graphics or text. Clear Space also includes the space between the logo and the edge of the page or screen.

Clear Space allows the logo to be placed on the page without competing with other graphic elements, typography or imagery, creating a sense of strength and decisiveness that further reinforces the brand.

For all logo variations, excluding the Secondary Boxed Logo, use the “T” letterform from the logo to set the space around the logo. Exceptions can be made when the logo is intentionally enlarged and cropped in order to be used as a design element.

The logo should be presented at a **Minimum Size of 0.5”** across. Exceptions can be made when the logo is used as an icon on websites and social media.



Secondary Boxed Logo



The Secondary Boxed Logo can be used when a container is needed to better frame the logotype.

For example, when the logo is represented as a website favicon or a social media icon, or if the structure of the poster, advertisement or printed collateral would visually benefit from the boxed logo, this variation should be used in place of the Primary Logotype. Additionally, if the logotype must be represented as white text, the Secondary Boxed Logo can be used to ensure the logo is readable.

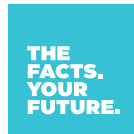
COLOR VARIATIONS



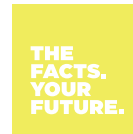
BRIGHT BLUE



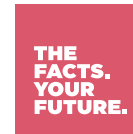
DARK BLUE



VIVID TEAL



BRIGHT YELLOW



WARM RED



MEDIUM GRAY

Horizontal Logo



The Horizontal Logo should only be used when the Primary Logotype or the Secondary Boxed Logo would otherwise be illegible when reduced to an especially small size.

This logo is most likely to be used on branded promotional materials and leave behinds.

COLOR VARIATIONS



BRIGHT BLUE



DARK BLUE



VIVID TEAL



BRIGHT YELLOW



WARM RED



MEDIUM GRAY

Single-Line Logo

THE FACTS.YOUR FUTURE.

Similar to the Horizontal Logo, the Single-Line Logo should be used only when the Primary Logotype or the Secondary Boxed Logo would not otherwise be readable when reduced to a very small size, and when the Horizontal Logo will not fit the allotted space, like on the edge of a pen or a pencil.

This logo is most likely to be used on branded promotional materials and leave behinds.

COLOR VARIATIONS

THE FACTS.YOUR FUTURE.

THE FACTS.YOUR FUTURE.

THE FACTS.YOUR FUTURE.

THE FACTS.YOUR FUTURE.

THE FACTS.YOUR FUTURE.

THE FACTS.YOUR FUTURE.

BRIGHT BLUE

DARK BLUE

VIVID TEAL

BRIGHT YELLOW

WARM RED

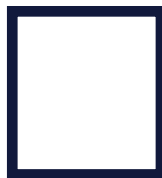
MEDIUM GRAY

Brand Color Palette



BRIGHT BLUE

CMYK
91, 74, 0, 0
RGB
52, 84, 161
HEX
#3454A1



DARK BLUE

CMYK
97, 90, 44, 52
RGB
23, 28, 60
HEX
#171C3C



VIVID TEAL

CMYK
66, 0, 16, 0
RGB
98, 190, 211
HEX
#62BED3



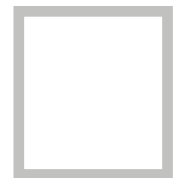
BRIGHT YELLOW

CMYK
7, 0, 77, 0
RGB
242, 236, 116
HEX
#F2EC74



RIPE RED

CMYK
3, 78, 40, 7
RGB
217, 88, 108
HEX
#D9586C



MEDIUM GRAY

CMYK
24, 19, 20, 0
RGB
193, 193, 193
HEX
#C1C1C1

Typography

Eighty Starlight

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZabcdefghijklmnop
nopqrstuvwxyz1234
567890!@#\$%&,.?"**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum eu lacinia ex, lacinia venenatis neque. Nulla ornare, odio sit amet pulvinar placerat, arcu sem dictum est, in dignissim felis lorem sit amet lorem.

Paragraph Sample: 8/11 Medium

Eighty Starlight can be used in large, attention-getting headlines and subheadlines in posters and advertisements. The typeface is also readable at smaller sizes, but should not be used in multi-paragraph content.

Degular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZabcdefghijklmnop
nopqrstuvwxyz123456789
0!@#\$%&,.?"**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum eu lacinia ex, lacinia venenatis neque. Nulla ornare, odio sit amet pulvinar placerat, arcu sem dictum est, in dignissim felis lorem sit amet lorem. Mauris bibendum

Paragraph Sample: 8/11 Medium

Degular is a versatile typeface that can be used in both large headlines and long-form body copy. It is readable in multi-paragraph content both in printed and in digital form, such as online advertising, social media and on websites.

TT Bluescreens

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZabcdefghijklmnopqr
stuvwxyz1234567890!@#\$%&,.?"**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum eu lacinia ex, lacinia venenatis neque. Nulla ornare, odio sit amet pulvinar placerat, arcu sem dictum est, in dignissim felis lorem sit amet lorem. Mauris bibendum nisl ut ante bibendum consectetur vel quis risus. Nunc dignissim erat felis, ut finibus

Paragraph Sample: 10/12.5 Medium

TT Bluescreens is a condensed typeface that should primarily be used in headlines and subheadlines. It is acceptable for use in smaller blocks of text, but only when space is limited. TT Bluescreens should not be used in long-form blocks of content.

Eastman Roman

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZabcdefghijklmnop
nopqrstuvwxyz123456789
0!@#\$%&,.?"**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum eu lacinia ex, lacinia venenatis neque. Nulla ornare, odio sit amet pulvinar placerat, arcu sem dictum est, in dignissim felis lorem sit amet

Paragraph Sample 8/11 Medium

Eastman Roman should be used in long-form content and small, descriptive text. It can also be used in headlines leading into larger blocks of content. Mozaic Hum Variable (NOT Mozaic GEO), can be substituted for Eastman Roman as needed.