



**Full Color Logo**

This is the full color logo and should be used whenever possible— especially when introducing the brand.



**Secondary Logo**

The secondary logo includes the full name and may be used in place of the primary logo when applicable.



**1-Color Logo**

The logo may be used as a 1-color, but must utilize COAERS Blue or Black.



**Reversed Logo**

Only use the reversed logo on black, approved brand colors, or sparingly over photography that isn't too light or busy.

**GURMUKHI MN**

Bold—Heading

**AVENIR NEXT**

Bold—Subhead

Avenir Next

Regular—Body

**Typography**

Use Gurmukhi MN Bold for all headers, Avenir Next Bold for subheads, and Avenir Next Regular for body copy.

As an alternative, Trebuchet MS Bold may be used for headers, Arial Bold for subheads, and Arial Regular for body copy.

**Which file format should I use?**

**\*EPS**—Highest quality vector file meant for printing

**PNG**—High quality web images with transparent background

**Which color format should I use?**

**RGB** files for web

**\*Pantone** (PMS) files for print

**CMYK** files for print

*\*recommended whenever possible*

**Brand Colors**



**COAERS Blue**

PMS (Pantone) 7686 C  
CMYK: 100, 84, 26, 11  
RGB: 0, 61, 121  
Hex: #003D79



**Green (Secondary)**

PMS (Pantone) 7724 C  
CMYK: 81, 16, 72, 2  
RGB: 34, 153, 110  
Hex: #22996E



**Warm Gray** (Background)

PMS (Pantone) Warm Gray 1 C  
CMYK: 0, 0, 3, 11  
RGB: 229, 229, 223  
Hex: #E5E5DF