

THE ALLIANCE FOR THE CHESAPEAKE BAY GRAPHIC STANDARDS

Logo: Correct Usage

The Alliance for the Chesapeake Bay 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 Alliance for the Chesapeake Bay logo should be prominently displayed on all communications materials. Acceptable colors for the logo are navy (PMS 654C) and yellow (PMS 2006C). The color builds (CMYK and RGB) are shown below.

For maximum impact, a set minimum space should separate the Alliance for the Chesapeake Bay 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 Alliance for the Chesapeake Bay 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.



Color Palette



Pantone 654 C
CMYK C100/M71/Y10/K47
RGB R0/G58/B112
HEX #003A70



Pantone 2006 C
CMYK C8/M26/Y81/K70
RGB R235/G187/B78
HEX #EBBB4E

Brand Font: Avenir

Heads — Avenir Black

Subheads — Avenir Medium

Body — Avenir Regular