

LOGO USAGE



Formats:



HORIZONTAL

Use this format whenever possible.



STACK

Use this format when space is limited or for social posts.

Colors:

Red
PMS 711c
HEX: #d02c2f

Blue
PMS 534c
HEX: #1e3565

60% Blue
PMS 534c
HEX: #7886a2

Fonts:

INTRO
Poppins Bold

Color Application:



FULL COLOR LOGO

For use on white backgrounds.



REVERSE LOGO

For use over dark imagery and dark backgrounds.



SINGLE COLOR LOGO

For use on white backgrounds.

Staging:

To preserve the integrity of the logo, always present the logo artwork with minimum clear space intact. Minimum clear space on all sides of the logo is equal to the square height of the letter "M" in Military. Do not place text or other design elements within this minimum clear space.



Minimum Sizes:

Use the measurements here as the absolute minimum sizes the logo can be shown and still maintain legibility. Use the pixel resolutions for screen-based presentations.



1.25"



0.5"



175 pixels



65 pixels

Incorrect Usage:

Use the artwork and colors as provided.

Do not alter the logo artwork in any way.

Do not remove, crop, or obscure any part of the logo.

Do not skew, stretch, or distort the mark. Logo artwork may be resized proportionally, providing that the final size is legible (see minimum size restrictions).

Do not apply the logo to visually competitive backgrounds or patterns.



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