



Exceptional Family Member Program (EFMP)  
**Logo Usage Guidelines**

Many variations of the EFMP logo have been provided. The information below will help guide you in its use. Files have been provided for use on the web as well as multiple print applications. It is imperative that the correct file be used for the correct application in order to maintain the quality and integrity of the logo. If you are unsure which to use for a particular project, forward the entire batch along to your designer or printer — they'll know which one to use.

The tagline is an integral part of the logo and should always be included. Avoid using the logo at a size smaller than 1-1/4" wide in order to maintain legibility of the tagline.

Please take care to never distort, stretch, or rotate the logo. A white background is built into the logo artwork to maintain legibility on all types of backgrounds.

*Type of Use*

- Web use, eNewsletters, or other online communications
- Importing into word processing software such as Microsoft Word
- Offset printing (or high quality digital printing)

*File Suffix*

- .gif
- .png
- .eps

*Fonts*

The letters EFMP are based on the font Clarendon. The tagline, "Exceptional Families. Exceptional Service" uses Gotham Condensed.

*EFMP Palette*



**Yellow**

Pantone 7406  
 CMYK 0/20/100/0  
 RGB 255/204/0  
 HEX # ffcc00



**Orange**

Pantone 152  
 CMYK 0/50/85/0  
 RGB 255/153/51  
 HEX # ff9933



**Red**

Pantone 186  
 CMYK 0/100/80/10  
 RGB 204/0/51  
 HEX # cc0033



**Blue**

Pantone 659  
 CMYK 55/30/0/0  
 RGB 115/147/210  
 HEX # 6699cc



**Green**

Pantone 7490  
 CMYK 34/0/85/35  
 RGB 124/150/59  
 HEX # 7c963b



**Black**

Pantone black  
 CMYK 0/0/0/100  
 RGB 0/0/0  
 HEX # 000000

Do you have questions regarding the new EFMP branding? [Email your questions »](#)