

# EFMP & ME LOGO USAGE

## Formats

### Full Color Logo



### 1-Color Logo (534)



### Reverse Logo



## Colors



PANTONE 534c  
HEX 1f355e  
RGB 31/53/94  
CMYK 98/85/36/27



PANTONE 711c  
HEX d12a2f  
RGB 209/42/47  
CMYK 11/98/92/2



PANTONE 7691cp  
HEX 005b94  
RGB 0/91/148  
CMYK 100/43/0/30



PANTONE 542cp  
HEX 5aa3d2  
RGB 90/163/210  
CMYK 63/23/4/0

NOTE: HEX, RGB, and CMYK values are sourced from Adobe Illustrator CC.

## Minimum Size

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.



## Minimum Margin of Clearance

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 interior of the letter "E." Do not place text or other design elements within this margin around the logo.



## Incorrect Usage

Use the artwork and colors as provided.

**Do not** alter the logo artwork in any way.

**Do not** remove, reposition, 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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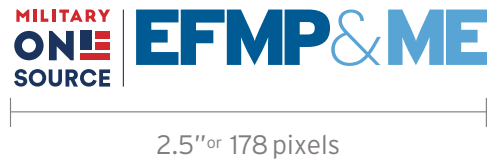


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