MILITARY & FAMILY LIFE COUNSELING
LOGO STYLE GUIDE

Military & Family Life Counseling Logo

Comprises three parts: the words MILITARY & FAMILY LIFE COUNSELING in all caps, the star graphic and the color bar. There are two acceptable configurations of the logo: stacked and horizontal. In both configurations, the three parts of the logo should always be used.

STACKED

HORIZONTAL

Logo Colors

PANTONE: **2905c**
CMYK: 42/7/3/0
RGB: 141/201/232
HEX: 8dc9e8

PANTONE: **7693c**
CMYK: 100/80/34/21
RGB: 0/62/106
HEX: 003e6a

PANTONE: **275c**
CMYK: 100/100/32/32
RGB: 29/23/86
HEX: 1d1756

One-color Logo

The one-color version of the logo uses Pantone 7693c or RGB 0/62/106.

Reverse Logo Versions

There are two reverse logo versions that can be used. Both versions must appear with a background color or image dark enough for optimal contrast. The one-color version of the reverse logo appears all white. If using the second version, the star and bar use the original colors as detailed above.

Minimum Sizes and Spacing

To maintain legibility, the absolute minimum size of the logo is 1.25" wide and the minimum pixel size/resolution is 175 pixels.

Always present the logo with minimum clear space intact. All sides of the logo must be equal to the size of the letter "M."

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